

BIRD NEPONSET REVIEW

VOL. 45

1957

**PUBLICATION OF THE REVIEW WAS SUSPENDED
IN JULY, 1957 BECAUSE OF STRIKES WHICH
AFFECTED OPERATIONS AT EAST WALPOLE,
NORWOOD, PHILLIPSDALE AND CHARLESTON.**

BIRD NEPONSET REVIEW

JANUARY 1957



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On the Cover

East Walpole Square following the historic blizzards of last March, photographed by the Review photographer, made such a beautiful photo we have been keeping it until now for a Review cover. It's hard to show snow depth on film, but you can tell by the top of the fire plug just showing, the waist-high drinking fountain and the back of the park bench. You can tell it's March by the Red Cross flags.

BIRD NEPONSET REVIEW

Vol. 45 No. 1 January 1957

Published for the employees of Bird & Son, inc., and the Berry Asphalt Companies to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.
Bird Plants: East Walpole and Norwood, Mass., Phillipsdale, R. I., Chicago, Ill., Shreveport, La., Glenwood, Ark., Charleston, S. C., Lewiston, Me., Manchester, N. H., and New Britain, Conn.

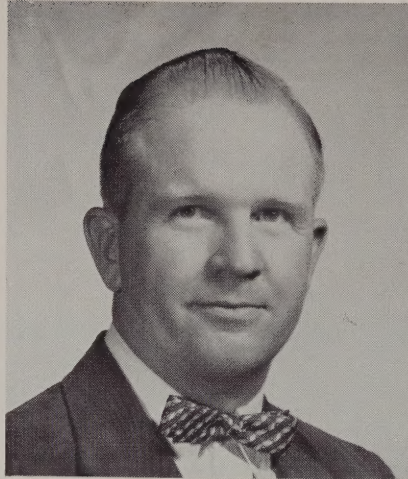
Berry Refining Co.: Office and Refinery, Gary, Ind.
Berry Asphalt Co. of Arkansas: Office: Magnolia, Ark. Plants: Waterloo, Stephens, Ark., and Memphis, Tenn.

EDGAR M. GROUT Editor
ELEANOR M. GARLAND Assistant Editor
KENNETH W. PIERCE Photographer

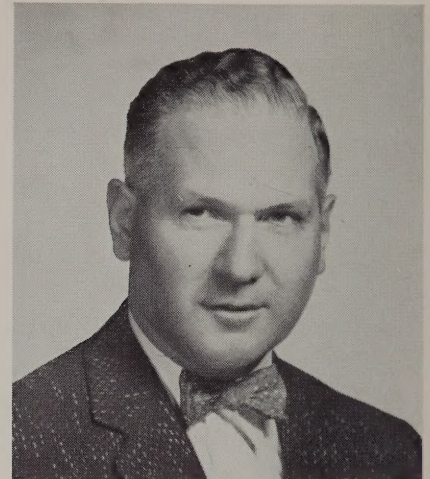
ADVISORY BOARD

JOHN J. MURPHY MARY MCCARTHY

Recently Promoted

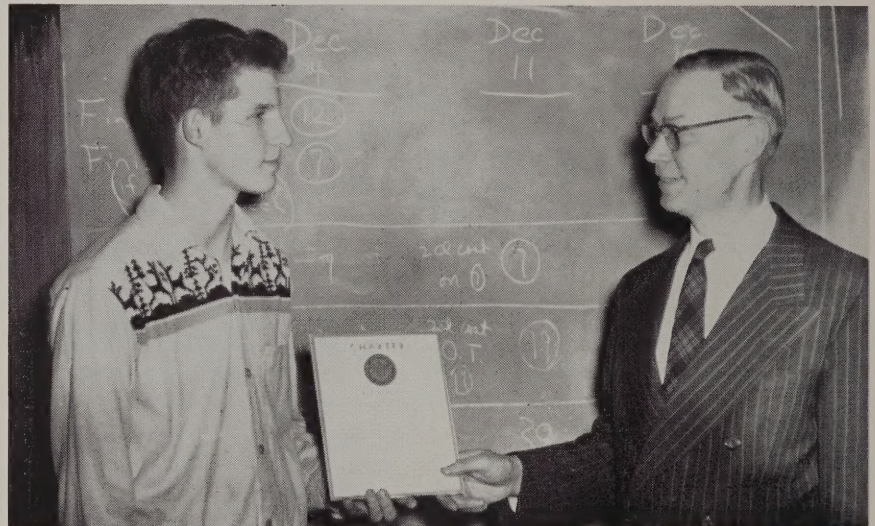


Frank E. Paine is now a foreman at East Walpole Maintenance Department.



John P. Walsh has job of substitute foreman anywhere in No. 1 Box Shop.

Charter for JA Company



PRESIDENT Langdon Wait of the Walcraft Co., left, receives Junior Achievement official charter from representative of one of its two sponsoring firms, The Kendall Co. and Bird & Son. You will recognize our E. M. Grout, employment manager and Review editor, doing the honors for the sponsors.

They're Older Than We Are

SEVEN Massachusetts industries which have been in business continuously since their founding antedate Bird & Son's own 1795 date. One of these, Towle Manufacturing Co. (silver) of Newburyport, was founded more than 100 years before we were!

Here is the list, recently compiled by Industry magazine:

- 1690 — Towle Manufacturing Co., Newburyport
- 1728 — Tileston & Hollingsworth, Boston

- 1765 — Walter Baker Chocolate Mills, a division of General Foods Corp., Dorchester
- 1776 — Winslow Bros. & Smith Co., Boston
- 1790 — A. & G. J. Caldwell, Inc., Newburyport
- 1790 — Sands Taylor & Wood Co., Cambridge
- 1793 — Hiram Lowell & Sons, Amesbury
- 1795 — Bird & Son, inc., East Walpole

Products of these industries besides silver, chocolate and our own paper and allied products are shoes, fine paper, rum, flour and boats.

Forecast for

1957

In the Christmas Review we told the story of our accomplishments in 1956. Now what about 1957?

Predictions in newspapers and trade magazines generally indicate that business will continue to operate at high levels. Our sales plans are based on that optimistic forecast.

A building trend which started in 1956 is expected to continue. Forecasts indicate that there will be fewer *new houses* built, but building as a whole may even increase, because of industrial construction. To meet this situation, we shall go out after more of the re-roofing and home repair business. Thus, whatever we lose in new construction sales, we hope to gain in sales for remodeling and repairs.

The same statement holds true for our Floor Covering Division. Here even more than in roofing is a product that brings in repeat business. We are going after that business. We also hope to expand our linoleum sales still further. Our product is one of the best on the market. Through a new sales program we shall push BIRD Linoleum sales vigorously in 1957.

Biggest news of all in floor covering is our new BIRD Vinyl with its satin-smooth surface and its

modern patterns. Hard surface floor coverings made by the flat bed printing process are not as popular as they were a few years ago. The customers are turning to newer types of floor covering, and we are ready for them with BIRD Vinyl. It's a gradual change which we expect to adjust to without undue difficulty during the next few years.

In our third major division — Paper — our business usually stays good as long as general business is good. There is one big problem to face, however. Country-wide reports indicate that the paper industry as a whole is planning substantial increases in plants and machinery in 1957 and 1958. As more and more of these new units start to produce, there will be more and more competition. It will be harder to keep our share of the business. Prices may decline, and there may be other difficulties.

These are the problems I see facing us in 1957. I have faith in our products and faith in our ability to meet situations as they arise. I wish you all a Happy and a Prosperous New Year and urge your continued cooperation so that the company's program for 1957 may go forward successfully.



President



NEW OFFICE BUILDING at East Walpole will have a beautiful location on the high ground above the left bank of the peaceful Neponset.

Long talked of, the new building will fulfill a real need for modern headquarters for our far-flung Bird operations.

Modern, Air-Conditioned Office for East Walpole

GROUND breaking ceremonies on December 28 marked the official start of construction on the new main office building of Bird & Son, inc. Charles Sumner Bird, Chairman of the Board, dug the first symbolic shovelful

of earth. On hand to witness the event were officers of the company and members of the building committee.

The new administration building will stand on a 13½-acre wooded site purchased from Mrs. F. W. Bird on the

north bank of the Bird Pond in East Walpole. The natural landscape of woods and fields makes an unusual and beautiful setting. It overlooks the Paper Mill and Box Shops on the opposite bank.

In accordance with a practice common in industry today, the 54,000-square-foot building is being constructed to Bird & Son specifications by the New England Mutual Life Insurance Company. It is scheduled for completion in early 1958. Vappi & Co., the contractors, are already at work preparing for the foundations.

Planned and designed by the Kenneth H. Ripnen Co., Inc., office building architects of New York, the new building will be of reinforced concrete and brick construction, three stories high. It will have the most modern lighting and air conditioning. Movable partitions will provide flexibility and permit expansion and rearrangement of desk areas as necessary. Approximately 250 office workers and executives will occupy the new building, which in its present design will take care of normal expansion.

On the main floor of the L-shaped building will be a modern reception room, flanked on the right by the Purchasing and Traffic Departments and on the left by the Sales and Sales



GROUND-BREAKING for the new office building, with the official spade being wielded by Chairman of the Board Charles S. Bird, Jr., fourth generation in the Bird family since founder George Bird. It was a mild winter day, this morning of the 28th of December 1956, with only the very surface of the ground frozen. The distinguished company here with Mr. Bird are the Office Building Committee. From the left: E. L. Chamberlain, Building Materials Division vice president, President A. H. Anderson, Mr. Bird, Treasurer W. C. Ahlgren, R. A. Wilkins, vice president of the Paper and Felt Divisions, Assistant Treasurer Warren H. Anderson, General Office Manager Joseph Erker, Jr., and Floor Covering Vice President Charles A. Sumner. (Photo by William A. Webster)

Back at School

Supervisors Take

Training in

Human Relations

A new training program for supervisory employees was started at East Walpole on November 27. Henry E. Mathieu, who joined the Personnel Department in October, is conducting the conferences as training manager.

The first course, continuing for 15 weeks, is on Human Relations. Foremen, office department heads and many from top management are attending in small groups of 10 to 15 people. One-hour meetings are held, mornings and afternoons, Tuesday through Thursday each week.

After the preliminary sessions in which such matters as human behavior and reactions to other people in situations are discussed, the groups will participate in role playing and other conference techniques. The 15 weeks' course is designed to bring about a better understanding of the influence of human relations on the efficiency and well being of the business organization. The groups will seek to understand why people in work groups act as they do and to use this understanding in improving performance and work relationships.

For many Bird & Son foremen, going to school is nothing new. Each year in the past, a group of five foremen has attended classes in foremanship at Thayer Academy in Braintree under the sponsorship of South Shore



HUMAN RELATIONS CLASS listens to instructor Henry "Hank" Mathieu explain the normal curve of distribution. There are 12 classes with 174 enrolled, meeting once a week. The majority of the students are men, most of them foremen, though a sprinkling of women supervisors, secretaries and so on, adds spice to some of the classes.

Horizontal cards on table are name cards to aid teacher in his human relations.

industries. The new conferences held at East Walpole now enable all management in the Massachusetts plants to study similar problems at the same time. Upon completion of the course in human relations, other conferences will follow on such subjects as economics, cost accounting, budgeting, case studies of grievances and employee benefits.

Classes were held temporarily in the Conference Room on the top floor of the Triangle Building. The meetings were moved to larger conference quarters at the Hermitage near the East Walpole branch of the Norfolk County Trust Co. in December.

H. E. Mathieu Instructs

HENRY E. MATHIEU had several years' experience in organizing and conducting training classes when he joined Bird & Son last fall. He was with the nationally-known training department of Pratt & Whitney Aircraft Company in Hartford for five years. More recently he was serving as training supervisor with the Arma Division of American Bosch Arma Corporation, Garden City, New York.

He came originally from Waterville, Maine, and graduated from Colby College in that city with a degree in Business Administration.

He served as a sergeant in the U. S. Air Force from 1943 to 1945. As a tail gunner in a B-26 he flew 52 missions over France, Belgium and Holland.

In high school he played three sports, later played semi-professional baseball in Maine. For the five years that he was in Connecticut he umpired professional and semi-pro games in the Hartford area. He hopes to carry on this hobby in Massachusetts.

For relaxation, Hank turns to hunting and fishing. In winter, he is an enthusiastic ice fisherman and hopes to follow the sport on several of the many ponds in this vicinity.

Mr. and Mrs. Mathieu make their home in Norwood with their two children, Wayne, 7, and Karen, 4½. The whole family likes skating — in addition to dad's liking for ice fishing — so look for them on the nearest pond after the next cold snap.

New Office

(Continued)

Promotion Departments. In the wing, with a separate entrance, will be located the Personnel Offices, including the Neponset Credit Union. Also on this floor is the switchboard.

On the floor below are the service departments — Transcribing, Duplicating, Messenger and Office Stores. Here also will be a large cafeteria, a large display room, and a dispensary. The East Walpole Plant Hospital will continue at its present location in East Walpole square, with a nurse on duty as necessary at the new office on the hill.

The lower floor also houses the boiler plant and air conditioning equipment.

On the top floor at the right will be

executive offices for the president, vice presidents and the treasurer. Adjoining, and occupying the rest of the upper floor will be the Accounting Offices, including the Treasury, Payroll, General Accounting, Cost and Punched Card Accounting and Credit Departments.

A number of conference rooms are planned as well as reception areas at the main entrance and at the Personnel Department.

A parking area for visitors and executives is to be located in front of the building, and extensive parking for employees is being provided immediately in the rear.

New Retirees — *with best wishes for health and happiness*



John P. Dolan



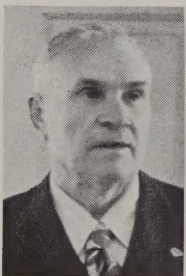
Lydia A. Engberg



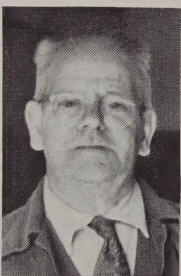
John H. Dooling



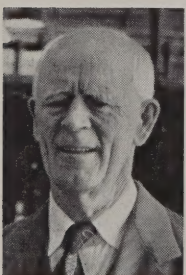
Kostanty Geigol



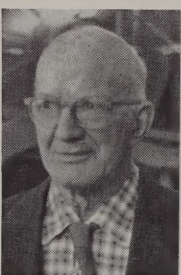
Charles Geigol



R. Ernest Koebe



Michael J. Flaherty



Herman Nordstrom

OFFICE

Felix Thompson, 238 East Street, East Walpole. From March 10, 1911. Started in Paper Mill Stock Handling, becoming gang boss. From July 17, 1939, janitor.

John P. Dolan, 218 Common Street, Walpole. From October 31, 1912, starting as a clerk. Since January 1, 1917, Box Division Salesman.

Lydia A. Engberg, 209 Winslow Ave., Norwood. From June 26, 1944, janitress, part time. Previous record, November 1919 to June 1920, No. 2 Box Shop.

John H. Dooling, 50 Mountain Avenue, Fitchburg. From March 9, 1949, Tie Pad Division salesman.

EAST WALPOLE MILLS

Paper Mill

Kostanty Geigol, 9 May Street, East Walpole. From June 1, 1909, beaterman, Paper Mill.

Charles Geigol, 9 May Street, East Walpole. From April 15, 1912, beaterman, Paper Mill. Had worked previously two years at Norwood Roofing Plant.

No. 1 Box Shop

R. Ernest Koebe, 28 Beacon Street, Walpole. From April 23, 1917, first at Floor Covering Plant. From July 10, 1917, No. 2 Box Shop, most of time in Shipping. From December 8, 1924, No. 1 Box Shop Shipping Department.

Michael J. Flaherty, 27 Walcott Ave., East Walpole. From October 22, 1923, starting in Stock Handling, Paper Mill. From February 5, 1924, Solid Fibre Cases Finishing, No. 1 Box Shop.

Maintenance

Herman Nordstrom, 116 Wilson Street, Norwood. From December 8, 1918. Started on Paper Machines, becoming machine tender. Was janitor and watchman at different times during 1940's. Since July 2, 1946, "B" millwright in Maintenance Department. Previous record: April 1912 to March 1915, Paper Machines.

James Connors, 52 Highview Street, Norwood. From September 8, 1919. Started in Paper Mill, Cutting Department. Since January 24, 1922, Piper's Department, Maintenance. From April 28, 1941, "A" piper.

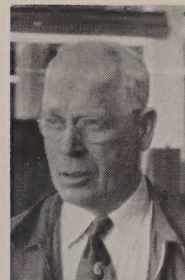
William F. Doyle, 15 High Street, Norwood. From October 22, 1922. Always employed as a sheet metal worker at Maintenance.

Mytro Korbud, 739 Pleasant Street, Norwood. From January 2, 1923, at East Walpole. From July 23, 1923, Waste Water Department. From October 10, 1932, Stock Transfer in Paper Mill. Since January 1, 1945, in yard crew.

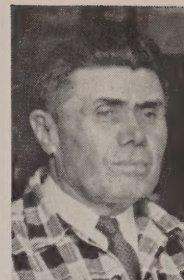
John M. Pechulis, 24 Congress Street, Walpole. From June 23, 1926, machinist, Maintenance Department. Since August 30, 1943, "A" machinist. Previous record, June 1920 to December 1920 in Maintenance; May 1921 to August 1925, Floor Covering Plant.

Charles H. Grover, Jr., Bird Club, East Walpole. From September 17, 1926. Started on Paper Machines. From July 31, 1933, Maintenance Department. From October 17, 1938, millwright, becoming "A" millwright. Since November 15, 1954, janitor.

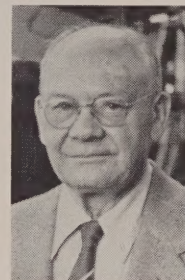
Julian Borowko, 39 Tremont Street, Norwood. From May 1, 1929. Started in Cutting Department, Paper Mill. Since November 19, 1945, oiler in Maintenance.



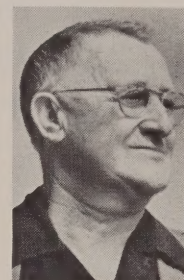
James Connors



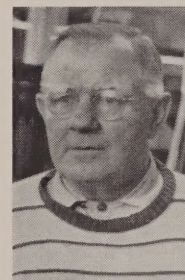
Mytro Korbud



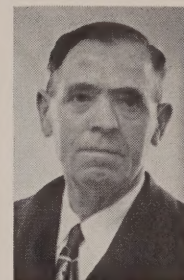
John M. Pechulis



Charles H. Grover



Julian Borowko



Hugh Rooney

Power Plant

Hugh Rooney, 8 Myrtle Street, Norwood. From March 31, 1920. Started at Power Plant, East Walpole. Was a fireman. Previous record: Worked at East Walpole and Floor Covering in 1917, and at Power Plant in 1918.

NORWOOD ROOFING PLANT

Domenick Triventi, 104 Cedar Street, Norwood. From September 5, 1912. Started in Coating Department. For most of employment on No. 6 Machine, as machine tender.

Roy B. Packard, 170 Mechanic Street, RFD, Foxboro. From September 13, 1915. Maintenance January 1916 to February 1927. Following an accident transferred to production. Since September 1939, No. 9 Machine.

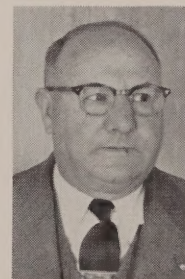
Joseph Ambroszkiewicz, 8 Talbot Avenue, Norwood. From March 30, 1920. Started in Shipping. Worked in Finishing for many years.

James E. Belcher, 162 County Street, Foxboro. From March 20, 1925. Started on No. 1 Machine. Since February 16, 1942, No. 7 Machine. Previous record: July 1921 to May 1923, at this plant.

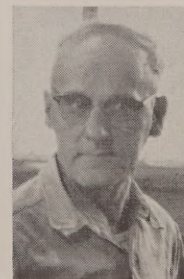
William Misevicius, 489 Pleasant Street, Norwood. From August 16, 1927. Started in Finishing. Since July 1, 1927, No. 1 Machine.

Francesco Bilotta, 21 Shaw Street, Norwood. From March 28, 1929. Started on No. 1 Machine. Has been tractor driver, oiler and since October 20, 1952, assistant storekeeper in Maintenance.

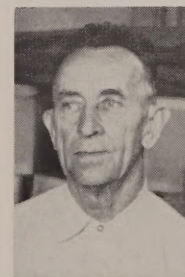
Vito Bilotta, 7 Washington Street, East Walpole. From June 19, 1933. All employment on No. 1 Machine.



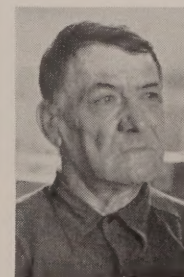
Domenick Triventi



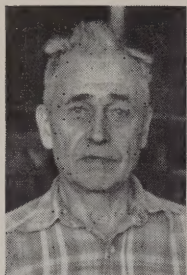
Roy B. Packard



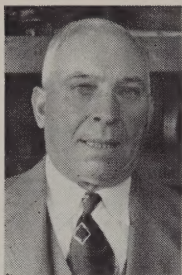
Joseph Ambroszkiewicz



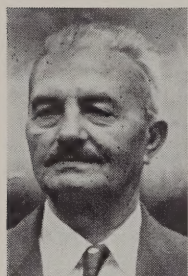
James E. Belcher



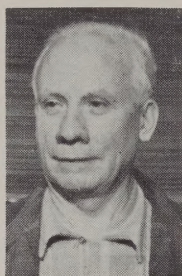
William Misevicius



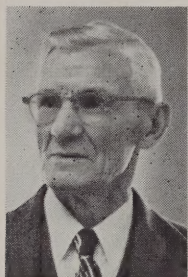
Francesco Bilotta



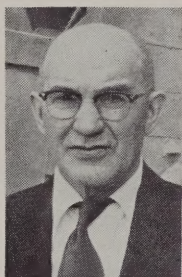
Vito Bilotta



Thomas J. DeSena



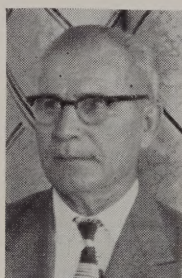
Carl Edman



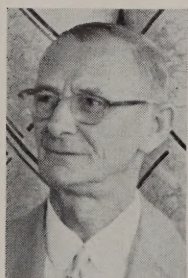
Carl O. Anderson



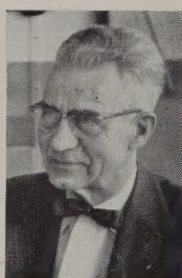
Charles Bochanovicz



Edward Matola



Philip D. Muehlberger



Edward C. McLean

Thomas J. DeSena, 254 Moose Hill Road, East Walpole. From July 31, 1933. Tractor driver, first in Slate Handling Department, since July 1, 1937 for No. 1 Machine.

Carl Edman, 46 Monroe Street East, Norwood. From April 7, 1934. Millwright. Since July 7, 1941, "A" millwright. Previous record: July to October, 1933 at East Walpole Maintenance.

Carl O. Anderson, 585 Common Street, Walpole. From March 8, 1943. Granule Plant.

Cesaro Giordino, 33 Sturtevant Avenue, Norwood. From January 19, 1943, starting in Shipping, soon transferred to Yard. From March 5, 1945, Granule Plant.

FLOOR COVERING PLANT

Charles Bochanovicz, 310 Walpole Street, Norwood. From July 11, 1928. Started in Roofing for five days. Since then, Print Machines, for many years mixer man.

Edward Matola, 46 Wilson Street, Norwood. From August 7, 1933. For most of time in Maintenance Department. From May 8, 1944, "A" millwright.

Philip D. Muehlberger, 75 Day Street, Norwood. From March 6, 1934. Print Machines.

Edward C. McLean, 138 Pleasant Street, East Walpole. From November 20, 1944, designer of floor covering patterns.

PHILLIPSDALE

Peter Tereaska, 17 Park Street, Providence, R.I. From October 24, 1927, for most of time in Cutting and Sorting Department as feeder, trucker or changeman. Also worked short periods in Shipping and Stock Handling.

Joseph Ferry, Hobson Avenue, Rehoboth, Mass. From January 29, 1944, starting in Power Plant, became fireman February 2, 1948. To Paper Machines, December 1948. Since 1949, Insulating Board Finishing.

Manuel Mendes, 40 Wade Street, Providence, R.I. From March 17, 1945, feeder in Cutting and Sorting Department.

SHREVEPORT

Arthur W. Miller, 538 McCormick, Shreveport, Louisiana. From November 1, 1953, traffic manager at Shreveport continuously until retirement.

CHICAGO ROOFING

Peter Wagner, 7812 S. Throop, Chicago, Illinois. From November 4, 1919, electrician and throughout service.

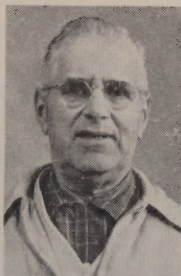
Ralph Calhoun, 4451 W. 20th Place, Gary, Indiana. From February 19, 1929. Started on old No. 2 Machine. From 1947, Cleaning Department.

CHARLESTON

G. Lee Pulley, 1101 E. 52nd Street, Savannah, Georgia. From May 10, 1954, salesman.



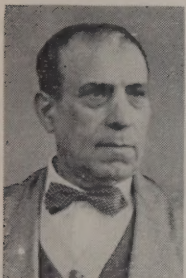
Peter Tereaska



Joseph Ferry



HOME IN ST. PETERSBURG of George E. Wood and his wife, who moved down following George's retirement as Floor Covering Maintenance foreman. "It's all masonry," writes George. "Two bedrooms, living-room, Florida room, kitchen and recreation room, and carport." Also three fruit trees, evergreens, shrubs and five palms grace the property.



Manuel Mendes

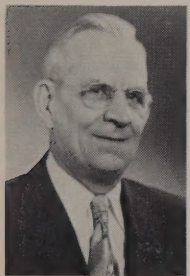


Arthur W. Miller

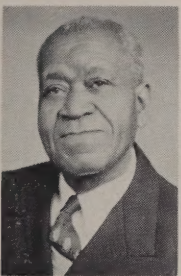


BATHING on the Gulf of Mexico. Here are George and Mrs. Wood, who certainly have the right idea about how to spend their time. George writes that he'd be pleased to have any of his Bird & Son friends drop in. Don't push, now!

Views from Bird folks here and there



Peter Wagner



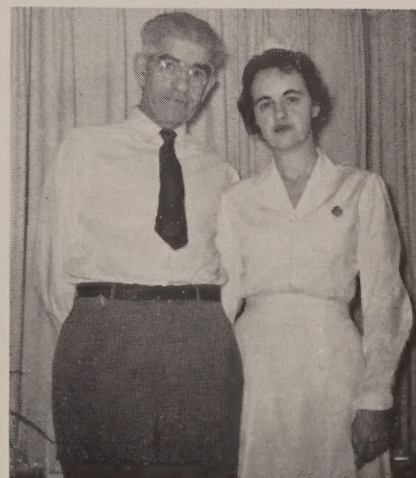
Ralph Calhoun



G. Lee Pulley



HUBBY'S SWEET TOOTH should be well taken care of with this fine Mixmaster. Here is Dick Arling of the Roofing Lab, at this time a prospective husband, at a party given him by Lab friends at the Floral this past fall.



NURSE AND HER DAD, are Audrey Urquhart and Bill, of No. 1 Box Shop, who makes such beautiful Persian rugs in his spare time. Audrey is a Cornell graduate and earned her R.N. from New York Hospital, where she is in pediatrics.



Ralph H. Hall

Carton Division Headed by R. H. Hall

RALPH H. HALL was appointed manager of the Shoe Carton Division on January 1. He now assumes full charge of both sales and the carton manufacturing operations at East Walpole, Lewiston and Manchester.

"The new set-up will help coordinate the work of sales and manufacturing and provide better service for the many customers supplied by our Carton Division," said Vice President Ralph A. Wilkins. Labor relations matters will continue to be handled by General Superintendent John J. Burke.

Mr. Hall was a salesman in the Shoe Carton Division for 12 years, first in New England and later in the St. Louis territory, until he joined the Navy in 1944. After the war he worked for Shellmar at Mt. Vernon, Ohio, as assistant to the general sales manager. He returned to Bird & Son in May 1949 as assistant sales manager and became sales manager of the Carton Division, February 1, 1952.

Cafeteria Change

ON December 3, the firm of Emma and Palmer took over the management of the cafeterias at the East Walpole plants.

Mr. Emma also provides cafeteria service for the General Motors Training Center in Dedham and the U. S. Rubber plant on Route 128 in Dedham.

Industrial Cafeterias, Inc. will continue to manage the cafeterias at the Norwood Roofing and Floor Covering plants.

Changes - Temporary and Permanent - at Norwood Floor Covering Plant

Everett H. Fuller Named Chief Chemist

ON January 2, Everett H. Fuller was made chief chemist at the Floor Covering Plant. For the past year Mr. Fuller had been serving as acting chief chemist.

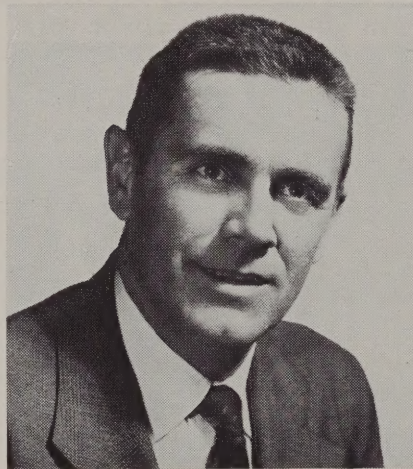
On the same day a consolidation of department operations was announced. Because of the continuing shrinkage of the flat bed operation, the Oil Boiling and Paint Mixing Departments are consolidated now under one foreman,

John Eppich, who has been named acting foreman of these two departments. The Block Room, also affected by the change in demand for the flat bed products, is now under the direct supervision of the general foreman.

At the same time Superintendent Frank Maconi announced several temporary changes in supervision to remain in effect until General Foreman Thomas Rogers can resume his normal activities from which he has been kept by an extended illness and operation.

Fuller Here Since 1941

Everett H. Fuller took over as acting chief chemist upon the retirement of Bernard H. Bailey a year ago. Fuller began with the company as a chemist at the Roofing Laboratory in 1941 after graduation from Northeastern University. He entered the Naval Air Corps in April 1942, serving until November 1945 on the eastern sea frontier, that is, the East Coast, Caribbean and the east coast of South America. When he rejoined the company in January 1956, he entered the Floor Covering Laboratory where he has since been employed.



Everett H. Fuller



AT BIRD CLUB'S CHRISTMAS PARTY for the children, the photographer caught pretty, bright eyed Cathy Blanchard just as she was meeting Santa Claus. Cathy is Floor Covering Union President John Blanchard's daughter.

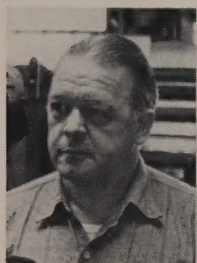
Everybody here, from left, are: Mrs. Aldo Bertoni, Nancy Cobb, daughter of Charles Cobb (Floor Covering), Cathy and Aldo Bertoni, who was Santa.

A New Feature starting with this issue

The Inquiring Reporter

The Question! **How much help should parents give their children with homework?**

JAMES McLELLAN, Maintenance, Norwood Roofing: If they request information or if I see that they need help, I would guide or aid them to the best of my ability.



ROYDEN BARRETT, Shoe Cartons, No. 2 Box Shop: When the children have carefully followed instructions and have made use of their reference books, the parent can only be helpful when the subject does not exceed his own knowledge, which may be different from

what the school children are taught today because of changing methods.



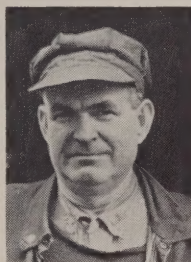
HANNAH FLAVIN, Shoe Carton Sales Office: My opinion is parents should help their children with homework. The guidance and assistance given by the parents not only help to stimulate the children's interest in their work but also give the parents a better understanding

of their children's capabilities and progress.

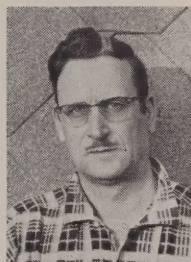
To accomplish best results for the children, the actual work should first be done by the children and then reviewed by the parents.

NORA FEENEY, Solid Fibre Cases, No. 1 Box Shop: Parents should make an effort to give their children at least one hour's help each night. They

should try to help more if they have the time or if the children have especially difficult problems.



STEPHEN JOYCE, Maintenance, East Walpole: I think that the kids should be helped with their home work providing the questions they ask are not too hard for the parent!



HAROLD MOTT, Oil Boiling Dept., Floor Covering: Having two small youngsters myself ages 8 and 11, I can say only this: You need a mile of patience plus a ton of understanding to answer some of their questions. But getting serious for a minute, I'd say we should

try to give them a clearer picture of the problem they're having trouble with at the time, be it arithmetic or geography, then let them carry on for themselves. After all, over emphasis can act like over indulgence — disaster.

Review reporters assisting in getting these answers were: Michael Meomartino, Catherine Brady, Rita Petroni, Robert Tauber, James Barnes and George Shackley.

SICK WALPOLE SANTA, who had brightened the holidays for generations of children, got a lot of attention this season. When the local citizenry of all ages realized Stanley Allen would not be able to don his white whiskers and red suit, there was quite a stir. Among those concerned were George Grover's three youngsters, Peter and Paul, twins, 6, and 4-year-old Susie, plus the Boston Daily Record, which ran a nice picture and story. The children's dad works at Floor Covering Shipping and is a Review reporter. P.S. Santa is much better. (Photo Courtesy The Boston Daily Record).



Salute to Retirees



LUCK TO HUGHIE. When Hugh Rooney retired, the fellows in the Boiler Room gave him a fine purse as token of their good wishes. His foreman, Mario "Mike" Boragine, is making the presentation to Rooney.

From the left: Peter Wolent, Chet Amber, Mr. Boragine, Martin Bowers, Ernest Frank, Mr. Rooney, Milton Gardner, Ed Stasis, George Blair, Joseph Jarlis and Patrick O'Malley. (Photo by John A. Sullivan)

*Good Wishes Galore
as Many Retire
at Year End*



FOUR FROM ONE DEPARTMENT retired at the East Walpole Machine Shop. There was a gift presentation their last day and the four, Herman Nordstrom, John Pechulis, James Connors and Mytro Korbut, agreeably posed for the cameraman with their packages. Each was given a cuckoo clock. Besides their fellow employees, recent retiree Jesse King was on hand for the handshaking and expression of good wishes. (Photo by John A. Sullivan)



EIGHT ROOFING RETIREES were honored at this party at Medfield's Colonial Inn on December 8. In this picture, Ed Hiller, planning and

office manager, brings his greetings and best wishes for happiness in the retirement years ahead.



DESIGNED FOR A HAPPY SEND-OFF was this dinner for Ed McLean, seated there in the center, on the occasion of his retirement from the Design Department at Floor Covering. The party was held at the Lord Fox, the evening of December 17; the gift to artist McLean, a drawing table. Members of Ed's own department and others, including Sales, joined in wishing him well.

Seated: Eddie Phillips, Philip Macchi, Howard Heath; the Guest of Honor, Ed McLean; Robert "Bob" Garner, Bert Johnson and Stanley Cody.

Standing, usual order: Paul DeChellis, Ira Gray, Frank Clem, Tom Manning, Larry Hewins, Tom Cordo, Paul Galano, Richard MacLean, Joe DiMarzo, Mike D'Espinosa, Earl Higgins, Louis Kannally, Frank Nyborn, Jr., Ernest Paciorek and Thomas Coyne.



MACHINE SHOP AND YARD men got together for this banquet honoring Carl Edman and Francesco Bilotta, retiring from Roofing at the end of '56. A couple of earlier retirees came too and helped make the affair, held at the Colonial in Medfield, December 1, a real success. Gifts were portable radios and wallets.

In front, from left: Enos Masciarelli (retired), Robert Goode, Frank Bilotta (honored guest), Nelson Bartlett, Carl Edman (honored guest) and Ralph Kemp.

Second row: William Carr, Giuseppe Serratore, Charles Chorlton, Ray Call (retired), Andy Wright, Thomas O'Toole and Ed Walsh.

Third row: Nick Santoro, William McLellan, Ted Pierce, Thomas McDavitt, Urho Wiik, Ed Hiller, Abel Michael, John Stupak, Fred Babel, Dick Gorman and Henry Eklund.

Back row: Leonard Nordstrom, Norman Greene, Frank Munchback, Ed Fournier, John Sigmund, John Ventresco, Ed Wenstrom and Lauri Jalkanen. (Photo by Richard E. Fenton)

(More pictures next page)



LOTS OF LUCK, JOHN. John Dolan, Container salesman, retired at the end of the year, but not before many, many associates congratulated him on his long career and wished him years of happiness ahead.

He is saying a few words here at the dinner given him at the Lafayette House on December 27. Mrs. Dolan and son John were present too and other members of the family just happened to drop in too on this memorable occasion.

From left are Benjamin Beale, C. H. "Chet" Andrews, retired, son John, Mr. Dolan, A. H. Anderson, Agnes Hefferan, R. A. Wilkins, and toastmaster James "Jim" Maguire. Gift was a beautiful self-winding wristwatch. For Mrs. Dolan there was a big bouquet of red roses. (Photo by John A. Sullivan)



QUITE A CRUSH OF ROCK CRUSHERS. These are the Granule Plant (FBW) men at the big Roofing Plant retirees' party December 8. Grouped here with their own retiring Carl Anderson in the center, from the left are: Joseph Zabrowski, Charles Peters, Arthur Armour, John Carberry, Joseph Savino (who presented the wallet and money), Honored Guest Carl Anderson, Howard Bearce, Michael Lukasiewicz, Felix Utorka, Harold Taft, Vincent Cappuccio and William Hall.



LOADS OF GOOD WISHES for Felix Thompson, retiring Main Office janitor, were represented in this gathering on his last day at work. Mr. Thompson, next to the flowers (a gift for his wife) is presented a gift of money by Joseph Erker, Jr., office manager, for use in buying shop tools of his own choice. These in the background are only a part of the throng that assembled for the farewell ceremony.

Long Service List

February

Employees

Name	Year	Dept.	Years
John E. Curran	2-11-16	Paper Mill	41
William F. Murphy	2-5-17	No. 1 Box Shop	40
Steve Druzas	2-16-20	Floor Covering	37
John Buonpane	2-10-21	Roofing	36
Patrick Maguire	2-21-21	Floor Covering	36
Thomas A. Smith	2-23-21	Roofing	36
William J. Wosner	2-13-23	Floor Covering	36
Arthur F. Johnson	2-5-23	No. 1 Box Shop	34
Ralph B. Kemp	2-13-23	Roofing	34
Francis J. Curran	2-23-23	Office	34
Alma A. Walsh	2-26-23	Finishing Mill	34
Michael J. Cronin	2-19-24	Maintenance	33
Elton S. Moore	2-25-24	Floor Covering	33
F. Howard White	2-13-25	No. 1 Box Shop	32
Howard Hewins	2-14-25	Floor Covering	32
Frank V. Eisenhauer	2-10-26	Safety Engineer	31
Harvey W. Hayward	2-11-26	Floor Covering	31
Arthur Wise	2-23-26	Floor Covering	31
Howard L. Ellis	2-1-27	Floor Covering	30
Gordon G. Wilson	2-14-27	Floor Covering	30
A. Rogers Weed, Jr.	2-21-27	East. Gen. Div.	
		Mgr., Roofing	30
Axel L. H. Ostrom	2-23-27	Roofing	30
Agnes G. Hefferan	2-28-27	Office	30
Domenico D'Angelo	2-11-29	Floor Covering	28
James H. Ellis	2-18-29	No. 1 Box Shop	28
Vernon L. Rafuse	2-21-29	Paper Mill	28
Joseph V. Jarlis	2-4-32	Power Plant	25
Benjamin S. Baranowski	2-8-32	No. 1 Box Shop	25
Lawrence M. Lindblom	2-1-37	Office	20
Joseph J. Pawlowski	2-5-37	Floor Covering	20
Andrew G. Wright	2-9-37	Roofing	20
Ludwig T. Harriman	2-10-37	Roofing Sales	20
Edward J. Sullivan	2-15-37	Paper Mill	20
Richard E. Gorman	2-18-37	Roofing	20
Benedict P. Devine	2-2-42	Floor Covering	15
Jenney Wasilunas	2-2-42	Paper Mill Off.	15
Thomas R. Clarke, Jr.	2-5-42	Shoe Carton Sales	15
Donald Falconer	2-13-42	Paper Mill	15
Edward C. Parsons	2-25-42	Floor Covering	15
Frederic Silvernail	2-26-42	Floor Covering	15
James A. Barrs	2-3-47	Floor Covering	10
William J. Murphy	2-4-47	Floor Covering	10
John T. Blanchard	2-5-47	Floor Covering	10
Dominic C. Bright	2-6-47	Floor Covering	10
Martin F. O'Brien	2-11-47	Roofing	10
Robert C. Newton	2-19-47	Roofing Sales	10
Rennie C. Grover	2-18-52	Office	5
Elsie M. Ahlander	2-18-52	Office	5

LEWISTON

Edward H. Quinn	2-3-47	10
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PHILLIPSDALE

Clarence H. Pierson	2-13-20	37
Charles J. McLaughlin	2-18-24	33
Joseph M. Wynne	2-10-26	31
Anthony T. McBride	2-17-37	20
Albert G. Farrell	2-23-37	20
Richard J. Ferris	2-2-42	15
Joseph A. Tremblay	2-10-42	15
Walter F. Varley	2-10-42	15
Aniceto Apricio	2-23-42	15
John Borges	2-23-42	15

CHICAGO

John J. Walsh	2-12-24	33
Levy Hosch	2-12-25	32
Ollie Jones	2-1-29	28
Martin R. Pearce	2-5-29	28
Raymond Gusick	2-28-29	28
Harry C. Brandau	2-10-37	20
Michael Morgan	2-17-47	10
Frances Johnson	2-11-52	Office 5

SHREVEPORT

Bernard P. Soward	2-2-26	Superintendent 31
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GLENWOOD

Noble Medlock	2-5-47	10
Clarence Diggs	2-17-47	10

BERRY ASPHALT COMPANY OF ARKANSAS

Gussie N. Jinks	2-1-32	Waterloo 25
William Brice Martin	2-2-37	Waterloo 20
Sidney R. Ward	2-4-37	Waterloo 20
James H. Martin	2-23-37	Waterloo 20

Former Employees Now Retired

EAST WALPOLE AND NORWOOD

Alice E. Nichols	2-27-11	46
Benjamin R. Taylor	2-16-14	43
Peter A. Nielsen	2-7-16	41
Frank Sutherland	2-25-20	37
Justin P. Antonitis	2-23-21	36
James J. Donovan	2-20-22	35
Harry A. Dresser	2-19-23	34
Alfonse Sylvester	2-11-25	32
Felix Iarocci	2-18-25	32
Michael Kelley	2-13-27	30

PHILLIPSDALE

Willie Banks	2-6-10	47
Manuel Perry	2-24-21	36
Eduard N. Roy	2-6-29	28

CHICAGO

William W. Wilson	2-9-13	44
Ernest Grosscup	2-17-14	43
Raleigh Stearles	2-2-20	37
Harry M. Clark	2-1-22	35
George R. McNay	2-1-25	32
Ralph Calhoun	2-19-29	28

BERRY ASPHALT COMPANY OF ARKANSAS

Thomas A. Magee	2-1-37	20
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First W. J. Hill Service List

SINCE the W. J. Hill Trucking Co. employees have had a column in the Review, now less than a year, they have asked for a long service listing too.

Below are all Hill employees with 10 or more years of service. Since they've never been listed in the Review before, it seemed fairest also to name all the men with 10 or more years. The usual Review practice is to list only those with 5, 10, 15, 20 and 25 and over years. This formula will be followed after this listing, planned now to come once a year, in January.

There are also three men, James McCarthy, Albert Boonstra and James Sanphy, whose fifth anniversary is already past, though they have not reached their 10th.

Nine out of 19, the present total employment, have over a decade of service. That's almost 50%.

Presenting, the Old Timers of W. J. Hill:

Who	When	How Many
Edward H. Flaherty	1921	35
Harry C. Hale	Dec. 20, 1921	35
Dominic Long	July 15, 1925	31
William Powers	Jan. 2, 1936	21
Morgan F. Foley	Sept. 24, 1939	17
James M. Burke	Jan. 17, 1944	13
James B. Sullivan	Jan. 18, 1944	13
John C. Marcelonis	June 26, 1944	12
Charles H. Hale	Dec. 1, 1946	10

Thank You Note

Thank you very much for your kind thought and for the gift from so many friends at Bird & Son on my retirement.

Lydia Engberg

Mass. Reporters Feted At December Dinner

SURPRISE awards to two Massachusetts Review reporters featured the fifth annual reporters' dinner on December 6 at the Norwood Civic Hall. Julia Lewis and Charles Cobb were each presented by the editor, Ed Grout, with gifts in recognition of their alertness as reporters. Each had been instrumental in securing a major story. Miss Lewis's contribution was "We Pledge Allegiance," (October issue), about Nesi Ali-Oglu, design engineer. Mr. Cobb started the chain reaction leading to the article, "They Run on Cooking Gas" (June issue). This was the story of the LP-gas-driven lift trucks.

Following the Holman-catered smorgasbord dinner, the editor introduced the guests, including Director of Personnel John J. Murphy and Vice Presidents E. L. Chamberlain and C. A. Sumner. Mr. Chamberlain spoke entertainingly and a message was read from President A. H. Anderson, who for the first time was unable to attend this gathering. Others who were missed were the six Phillipsdale reporters.

Since this meeting is partly a reminder as well as a thank you, Ed Grout and Eleanor Garland put on a little skit, *Inside the Review Office* illustrating the day a stack of notes comes in from reporters.

Two movies in color closed the program. The first was a Bird & Son — or Berry Asphalt Co. — original.

Photographed in part by Ken Pierce, this picture showed the Maine Turnpike getting a new surfacing of Berry Rubberized Sealcoat. James Jackson, chemist at the Norwood Roofing Laboratory, introduced and narrated the 10-minute film.

Guest speaker Jim Jackson, incidentally, won first prize in the Review cover identification contest conducted that evening. Three reporters, Mary Moylan, James Barnes and Albert Boonstra, tied for second prize with two prizes left. Jim and Mary won the lucky draw, leaving only glory for Al.

The second film was a travel film from the Cunard Steam-Ship Co. showing a fabulous, luxury cruise in the West Indies.

Speaks on Foreman's Role To Buffalo Executives

JOHN J. MURPHY, director of personnel, spoke to one hundred members of the Downtown Industrial Management Club of Buffalo late in November. The title of his address was "The Foreman — Industry's Ambassador."

He emphasized the vital role that foremen play today in maintaining production and obtaining maximum cooperation from all who work under them.

Mr. Murphy also spoke to three other industrial groups in November in Salem, Lawrence and Claremont, New Hampshire.



REVIEW WINNERS of prizes for their excellent reporting are Charles Cobb, left, and Julia Lewis, with Review Editor Ed Grout, photographed at the fifth annual reporters' dinner.

Milling Around

MAIN OFFICE

JULIA SMITH	JULIA LEWIS
SABINA COSTELLO	WILLIAM GRAZADO
LOUISA GRAHAM	MARY SEXTON
NATALIE LOCKE	PAT McDONALD
MILDRED SANBORN	RITA PETRONI
CAROLINE COGSWELL	AURORA SAVI

DIAMONDS. DIAMONDS. DIAMONDS. There was quite a burst of engagement rings after Christmas, all of them lovely.

Joe Simpson is the lucky fellow in Barbara Sameski's life. Joe works in No. 2 Box Shop Shipping. Barbara, who works in Advertising, is planning a May wedding.

The sparkle in Rory Savi's eyes is from the sparkler on her left hand. The lucky fellow is Edward O'Donnell of Shoe Cartons.

Nancy Patterson of the Credit Union is proudly wearing her Christmas diamond from Keith Bainton, of Canton, now in the Marines.

Rita Petroni, reporter, wouldn't report her own engagement, but we found out. Peter Connolly of No. 1 Box Shop gave her that precious "rock."

Another girl reporter for the Review who's sparkling even more these days is petite Caroline Cogswell. Danny Gomes is her intended. Danny works at Leard's Garage in Walpole.

In General Accounting Department there is a little lady with a new diamond. Joanne Lukow is the girl. Daniel J. Leary of Walpole is the boy.

Bob Kallstrom has been working as messenger until college reopens. Bob, son of "Al" Kallstrom, who died so recently,



TIME, 3:30 A.M., Christmas morning, and Jean Marie Griffin has discovered Santa has been here. Oh boy! Larry Griffin, her daddy, works in the Solid Fibre Department at No. 1 Box Shop.

has transferred from Maryville College, Tennessee, where he had started his freshman year, to Boston University.

Girls from our own office appeared on *Industry* magazine's November cover. They were Gertrude Dawson, Hilda Rafuse and Anne Lindsay, who were attending the Associated Industries of Massachusetts October annual meeting. Others recognized in the crowd of listeners shown on the cover were Messrs. Sherrerd, Sager, King and Shepherd of the Bird Machine Co. Speakers at this meeting included Victor Riesel, acid-blinded labor columnist.

We are all sorry to lose Dan Hurley from VS, the Storeroom. He has been transferred to No. 2 Box Shop Shipping. We all wish him good luck.

James Scanlon of Norwood has taken over Dan Hurley's job and is welcomed to the Storeroom.

We are happy that Betty Lamore is home from the hospital after her successful operation. Before returning to work, she is recovering with the help of her new Hi Fi record player.

John Suman, retired janitor, dropped in to say hello. He said his wife has been confined with a broken leg, but is better. John still has that wonderful sunny smile.

Sympathy is extended to Dave Kennedy on the death of his father on December 17.

Walter Keeler left Traffic to take over the position of assistant traffic manager for Simonds Saw & Steel Co. in Fitchburg. Walter had made many friends here who were sorry to see him go but wish him the best.



FIRST DAY OF CHRISTMAS (the Friday before) finds this pretty tree at the Solid Fibre Department, No. 1 Box Shop. This tree is typical of thousands and thousands in shops and factories across the land. Reporter Tauber scooped the Christmas tree photographers by getting this Polaroid shot and sending it to the Review that same day.

Alma Aldrich is welcomed to Traffic.

Pat and Dick Arling honeymooned in Florida, but they're long since back here amidst the ice and snow.

Margaret Lowerison and her daughter spent the Christmas holidays with her brother and his family in Cambridge.

Mary Foster, formerly of Stenographic, is the proud mother of a new son, John Richard Foster, who arrived on December 8.

We welcome Shirley Buck, Charlotte Taylor and Julieanna Perekslis who recently came to work in Stenographic.

"Hi" and welcome to Donald Reed, who is working in the Mail Room. Donald moved here recently from West Virginia.

Ben Taylor, retired, dropped in the other day and indicated he is enjoying his leisure very much. He and Mrs. Taylor expected to be leaving for Nokomis, Florida (on the Gulf Coast about 20 miles from Sarasota) very soon. He has developed an interest in birds (appropriately) and has lots of opportunity to observe them in Florida. Duxbury, where his permanent home is, isn't such a bad place for such study either, since it is on the East Coast flyway.

Eleanor Graves of the Credit Union is very proud of her new home, a six-room ranch, on Elliot Street, Sharon. She and her husband moved in the end of November.

Lots of good wishes were extended to Mrs. Lydia Engberg on her retirement.

Felix Thompson is greatly missed since he retired as Main Office janitor. However, we extend a cordial welcome to William DeRoche, the new janitor.



CHRISTMAS IS FOR CHILDREN, they say. Andrew Betro, Norwood Granule Plant assistant foreman, has a little eight-months-old daughter, Tina Marie, as a happy reminder of this fact.

Our deepest sympathy is extended to Santo D'Amico on the death of his son, Alphonse, in November.

Pauline Johnson has become secretary to Vice President Charles A. Sumner of the Floor Covering Division. She transferred from the Treasury Department. Pauline succeeds Janet Doane McElroy, who left to take up full time home duties.

Angela Palladini has transferred to the Treasurer's Office. Angie formerly worked in Stenographic.

Container Sales welcomes Gilda Savasta. Gilda is one of our new estimators. Her home is in Norfolk.

Mary Allen from Stoughton is also welcomed to Container Sales.

New reporter in Purchasing and Traffic is Natalie Locke, who is taking over for Anna Carpentiero Michienzi, now married and living in California.

PAPER MILL

THOMAS FLOOD	JAMES A. SCHULLER
EDWARD GERAGHTY	ELNA GOTTBURG
FRANK NYBORN	NELLIE COUGHLIN
EDWARD WISNIEWSKI	MILTON GARDNER
JOHN KALIS	JAMES BARNES

MAINTENANCE

John O'Leary of the Paint Department and wife are the proud parents of a brand spanking new son & heir. John, Jr. arrived Sunday, December 9. Incidentally Baby John's grandpa is Frank Sutherland, Floor Covering assistant superintendent, retired. Happy income tax return, John.

Speaking of babies, some of the grandpas here were adding up their grandchildren the other day. According to the census then, Dave Bowles led the field with 16 grandchildren. Everett Brennan came next with 11, Bill Ivatts, Sr., has 10, and Mike Cronin, 9.

New members of Bob McLaughlan's contented flock are Joseph M. Grigevich of Rhode Island, Clyde Riddle of Foxboro and Kenneth Stuber from the Paper Mill. One of these men is replacing Mickey Morton, who has left the flock to go to the lush pastures of California.

Born to Donald (EMM) and Jean Brennan (formerly Regina Cotton of Stenographic) on November 4, a bouncing baby girl, Martha. Grandpa is Everett Brennan (EMW) and uncle is Myron Brennan of EME.

The score for the deer hunters as far as we have been able to find out is: Joe Emerson, 1, Jackman, Maine; Bill Swinerton, 1, New Brunswick, and John Bandonis and wife, 2, Secret.

PRODUCTION AND POWER

Ice fishing! During the New Year's and next week-end, the two Frank Nyborns (Sr. and Jr., of the Paper Mill Lab and Floor Covering Lab) caught some nice



QUEEN MARGARET AND HER COURT, or Peg Corcoran of the Addressograph-Multigraph Department, East Walpole, and some of the many friends who wished her well on her 25th Bird & Son anniversary. Seated are Aurora Savi, Arthur Wilson, Miss Corcoran, Norman MacDonald and Margaret Lowerison.

Standing: Geraldine Buckley, Janet Laber, Thelma Hill, Gertrude MacDonald, Edith Oblachinski, Gertrude Dawson, L. G. Williams, Anne Lindsay, Margaret Forrest, Carolyn Delaney, Elizabeth Gleichauf, Pauline Johnson, Doris Reardon, Bernice Woolley, Velma Cobb, Julia Lewis, Hannah Flavin, Catherine Padden, Marion Tolman, Muriel McDonald and Fred Neilsen.

Gifts were a caddy car and new golf bag (foreground), a beautiful Benrus Citation wristwatch, and a corsage. Said Peg, "I felt just like a bride." (Photo by William A. Webster)

pickerel and perch. Mighty cold but lots of fun.

We welcome the new men in the Boiler Room and Turbine Room. They are Harold McGrath and Thomas Reed in the Boiler Room and Paul Lukk in the Turbine Room.

Chet Ambruskevich and his wife enjoyed their late fall vacation in Florida.

Joe Jarlis got a deer on his annual hunting trip to Maine. He was at Parlin Pond, near Jackman.

David Mudgett, son of Perley Mudgett, was one of seven recipients of the Fales Scholarships for 1956, recently awarded Walpole students. David is a student at Worcester Polytech.

Arthur (Polaroid) Chamberlain sent cards back to us from his Christmas trip to Washington, D.C.

Henry R. Stevens is welcomed as felt coordinator in the Paper and Felt Division.

Thank You Notes

My wife and I sincerely thank all the office for the lovely flowers and generous gift of money.

Felix and Helen Thompson

I should like to take this opportunity to thank all my friends for making my 25th anniversary at Bird & Son a very happy and memorable day. My gifts are something I shall treasure always. My watch is beautiful. The golf bag and caddy car are something I have always wanted. No reason now why my golf game shouldn't improve.

Thanks again for a wonderful day.

Margaret A. Corcoran

No. 1 Box Shop

JOHN P. WALSH	ROBERT TAUBER
RAMONA CHICOINE	MIRIAM HILL
	PATRICK SILVESTRI

Donald Dyer had a successful hunting trip to Maine. He got an 8-point, 250-pound buck.

Earle Boyden is the proud grandfather of a baby girl, Robin Marie. Arthur Joyal is grandfather to a baby girl, Barbara Jane, and Dick Descoteaux is a granddad for the fifth time. Congratulations, Gramps!

Mr. and Mrs. James Michaels celebrated their 12th wedding anniversary on Christmas Day.



BLECH-ROUILLARD WEDDING took place on November 10, when Marcia, daughter of Mr. and Mrs. Kenneth G. Rouillard of Norwood, became the bride of James Blech. The wedding was in Cleveland, where both young people live, the bride being minister of religious education at the East Cleveland Baptist Church.

Mr. Rouillard is head of planning at the Paper Mill, East Walpole.



MAN, THAT'S PIZZA! Francis DeRose, right, pizza man week-ends at his friend John Foster's shop, Eleanor's Bakery, in East Walpole, made up a test batch for some of his buddies in the Corrugated Department, No. 1 Box Shop. From left: Eddie Sheehan, Dave Locarno, Ed Baldassari, bakery proprietor Foster, Bill Reardon and DeRose. The two Eds, Bill and Francis all work in Corrugated. Francis passed the pizza test with flying colors. (Photo by "Scoop" McLean)

Calvin Towle, Dartmouth student, is one of the Fales Scholarship winners this past year in Walpole, it was recently announced. Calvin is the son of Kenneth Towle of the Shipping Department, and nephew of George Towle of East Walpole Maintenance.

And here's another grandfather — a shiny new one! Claude Smith's son Donald Roy, the day after Christmas. Inquiry about Claude's other son, Dick (also named Claude), brought out the fact that he is now at the Episcopal Theological School in Cambridge and expects to be ordained in June. Dick, whose scholarship is outstanding, is a graduate of Princeton and attended Yale Divinity School before transferring to Cambridge. Sundays Dick assists at Christ Church at Exeter, New Hampshire.

Nice to see Bill Urquhart out and around. He says he hopes to be back to work soon.

Ralph Farris's son, Ralph H., is now in his second year at Westminster Choir College, Princeton, New Jersey. Ralph is also music director for a church in Hammononton, New Jersey. His wife, Rainé, who will be remembered from her employment a couple of years ago in the Credit Union, is secretary to a vice president of the college where Ralph is studying.

NO. 2 BOX SHOP

JOSEPH SMELSTOR, JR.
A. D. SMITH

ANNE KELTER
CATHERINE BRADY

Readers of the Chevrolet magazine, *Friends*, may have noticed a picture taken in Puerto Rico with a credit line, "Photograph by R. L. Tupper of Norwood, Mass." Our retired superintendent Rus Tupper says this was taken by his son Rus II when he was in the Navy and was on maneuvers. The picture shows a man asleep on a low roof and a woman hanging up some washing, while a couple of tropical-looking fowl are wandering about. It's siesta time.

If you didn't know that LeRoy Fullerton was married last month it wasn't because

the good news hadn't been spread around. Congratulations and many years of happiness to Roy and his wife.

John Smith has a new son, born November 27, and named Thomas Paul. Little Thomas shouldn't be lonely for he already has five brothers and a sister to play with him.

Minty Saulen, who has been out sick, dropped in to see us at Christmas. It was good to see him.

Tony Montisano had tough luck recently when his new Cadillac got smashed up. He and his wife were in the car at the time and Mrs. Montisano was hospitalized as a result of the accident. Fortunately she is coming along well now.

On vacation at the end of the year were Fred Morrison, Louis Hertel, Eino "Hokus" Heikkila, Joe Ralkavich and Catherine Brady. Catherine said she just hung around the "white court," a pet name which the Brady house has been called for years.

NORWOOD ROOFING PLANT

ARTHUR MCKENNA JULIUS AUKSTOLIS
RUTH PHELAN JOHN FOLAN
RICHARD CARBERRY FRANCIS WALL
JOSEPH NEVINS MICHAEL MEOMARTINO
MARY DRISCOLL

Santo Colombo accompanied his father, Michael, 81, to LaGuardia Airport and put him on the plane for Argentina. His father is spending the winter with Santo's brother, whose home is in Cordova, and who was up here visiting Santo not long ago.

Peter Carchedi spent a week in Maine on his first hunting trip, but came back empty-handed.

Charles Brown went to New Brunswick on his annual trip, but no luck.

Arthur Armour is the new reporter at the Crushing Plant (FBW).

Waino Korpela, retired, and his wife went to Georgia to visit their daughter for a month.

Rudy DeMichele took a week of vacation in November to finish the new addition on his house.

Deepest sympathy is extended to the family of Paul Sansone, who died a few days before Christmas.

Pete Didick is getting to be known as "Turkey Pete" after winning a turkey for the umpteenth time in the Bird Club Bowling League.

Armando Croatti also won his Christmas turkey in bowling.

We extend our deepest sympathy to the family of Al Kallstrom, who died the last of November.

* * * *

A gay retirees' party was held at McCarthy's Colonial Inn in Medfield on Saturday night, December 8. More than 60 men attended and enjoyed a roast beef dinner. (See pictures and listing of Roofing retirees.)

Peter Carchedi of No. 1 Machine, toastmaster, called on the foreman of each retiree for a few words. Then the stewards of each man presented the retirees with a money-lined wallet.

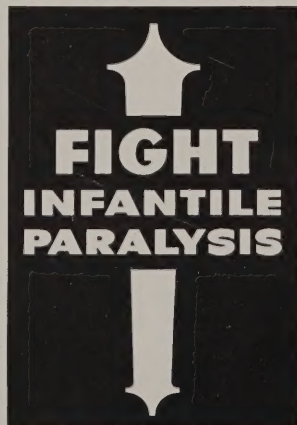
Among those who gave short speeches of praise and best wishes were Nelson Bartlett, Ed Hiller, Bob Goode and Jim Reynolds.

* * * *

We extend our deepest sympathy to John Polovich on the death of his father.

Jim Smith of No. 1 Machine has an interesting sparetime hobby. He is coach of a team of small fry basketball players in

MARCH OF DIMES



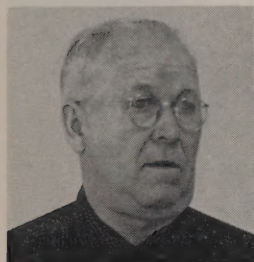
JANUARY 2-31

Shopping Around

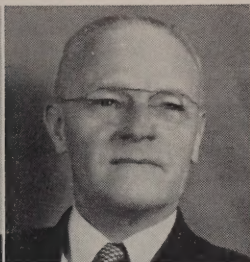
FOR SALE. 1952 Renault 4 door sedan. Economical transportation. \$150 or best offer. Excellent car for school student. Frank Nyborn, 6 Stone Circle, Norwood. NO 7-2612-J.

FOR RENT. Two rooms — kitchen and bedroom. Continuous hot water. All improvements. \$30 month. Angelo Auciello, 83 Highview Street, Norwood. Call NO 7-3592.

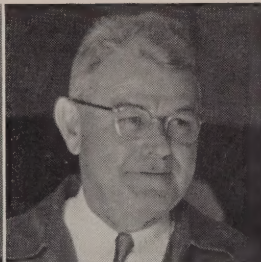
Congratulations on Your Anniversary During 1956



William Lewicki
Paper Mill
East Walpole



Eli L. Chamberlain
Vice President
Building Materials Div.



Lawrence Doane
Maint. Stores
East Walpole

40 Years



Jarl A. Johansson
Paper Mill
East Walpole



William J. McEntee
Office
East Walpole



Margaret A. Corcoran
Office
East Walpole



Gerald G. Sheehan
Roofing Sales
New England District

25 Years

Leo J. Lamminen
Sample Dept.
Floor Covering

his hometown of Seekonk. The team is operated after the fashion of the baseball Little League.

Jim is no stranger to a basketball court himself, having played for the Local 896 team in the Recreation League for a number of years.

The Local 896 basketball team is off to a nice start in the Norwood Recreation League. The squad is composed of Bob Edwards, Peter Carchedi, Jack Reddick, Kevin Folan, Benny Murray and Bob "Red" Johnson.

Uuno Wiik, our well known magician, entertained in December at the Hospital School in Canton under the sponsorship of the Norwood Elks. He was also Santa at the Lord Fox all through the month of December, substituting the clown's suit for St. Nick's red garb.

Sympathy is extended to Jim Mack, whose father died recently.

Roy Walton and wife and son, David, spent the Christmas holidays in Miami, Florida, visiting with Roy's mother.

Good to have Ernest Zitke of the Engineering Office back at work after being sick in the hospital.

Sorry to hear that Fred Vietze, electrician, has been in the hospital, but we hope to see him back soon.

FLOOR COVERING PLANT

WILLIAM MELISH
GEORGE GROVER
CHARLES COBB
THOMAS BLUNDELL
NAZARENO LORI
PHILIP MUEHLBERGER

GEORGE SHACKLEY
DOROTHY HAWES
FRANK SHUMSKI
JOSEPH WALL
JOSEPH RADZEVICH
WILLARD JONAH

Ann Allen's '51 Chevy had gone 92,000 miles when Ann decided, though the old buggy wasn't complaining yet, not to push her luck (or its accelerator) any farther, and turn it in on a '57 Chevy.

George and Mrs. Bigelow recently took a winter vacation in Florida and visited with Bert Ellsworth, former Bird & Son employee.

Molly, ex-"employee" at Floor Covering and now a pampered puss at Dot Hawes', can't hold her "likker." Dot gave Molly some catnip for the first time at Christmas and Molly really went on a bat. Dot is still laughing.

Jim Carr of FFJ (Quality Control) returned from his trip to New Brunswick with two deer. This was real success for his annual two weeks' vacation.

John Phillips (Quality Control) returned from his two-week vacation in Philadelphia just in time to miss the first



NO FLAGPOLE SITTING is Joe Eppich of Floor Covering Maintenance, though here he is atop this one. It's all right. Joe is a painter and is giving the pole, located near the Floor Covering Plant gate, its annual slick-up job.



PILOTS OF THE HIGHWAYS, their pretty ladies and guests enjoy Yule dinner party. W. J. Hill Trucking Co. employees held a banquet and dance the Friday evening before Christmas at a local fraternal hall. They had as fine a time as their faces show in the picture.

Front row: Mrs. Arthur Gogan, Mrs. John Linnehan, Mrs. Melvin Rodman, Mrs. Howard Hanna, Mrs. Joseph Laski, Mrs. James Devine, Mrs. James McCarthy and Mrs. James Burke.

Second row: Arthur Gogan, John Shelley, Melvin Rodman, Charles Makarevich, Morgan Foley, Howard Hanna, John Linnehan (in back), Joseph Laski, James Devine, James McCarthy, James Burke and John Marcelonis.

Back row: Mrs. Green and Frank Green, Mrs. Morgan Foley, Leo and Mrs. Sansone, James and Mrs. Sanphy, Albert and Mrs. Boonstra, Mrs. Sullivan and James Sullivan, Mrs. Powers and William Powers.

snowfall of the winter there. While visiting with his wife's folks there, John enjoyed Thanksgiving dinner in the City of Brotherly Love.

The members of FFQ (Oil Boiling) welcome back Harold Mott, who was away from the department on transfer for some time.

One lucky man to escape some of the rigors of winter was Tom Blundell of FFQ, who had a leave of absence from December 14 to January 14. He flew to England by Pan American Airways to visit his mother, who is ill. Flying is a new experience for him as for 18 years he sailed the giant

Atlantic liners, "Queen Mary", "Aquitania", "Berengaria", "Mauretania" and others on which he was employed. Was he excited? It's hard to tell with these sober-faced Limies!

During his leave of absence, Tom Blundell's duties as reporter for the Review were taken over by Charles Novick, who is a former reporter himself. A bow in Mr. Novick's direction.

William Colmer, also a native of England, said he would like to have gone with Tom, but he'd rather go by boat. He spent the Christmas holidays visiting his son, who lives in Granby, Connecticut.

In deer hunting season, John Didick and Dom Frucci of the Lino Department each got one.

It's good to see Bill Jennette back in Lino. He had been in the Oil Boilers Department.

Welcome to the new men in the Lino Department.

Charles Novick's son Francis, who has been in the Air Corps for the past four years, has made himself quite a baseball record both in this country and in the Far East. He has recently signed a contract with Cincinnati.

At 12 noon the girls in the Shipping Office go to lunch. And they probably don't mind the fact that "standin' on the corner" there are always a few of the boys "watchin' the girls go by."

The girls, incidentally, eight of them from Floor Covering, have a regular bowling session on Monday nights at Roll-Land, when the "Screwballs" meet the "Millends" in hot competition.

Sorry to hear of Bill Mingels' illness, but hope he will be much better soon.

W. J. Hill News

Sorry to report that our oldest employee, Edward H. Flaherty, is ill.

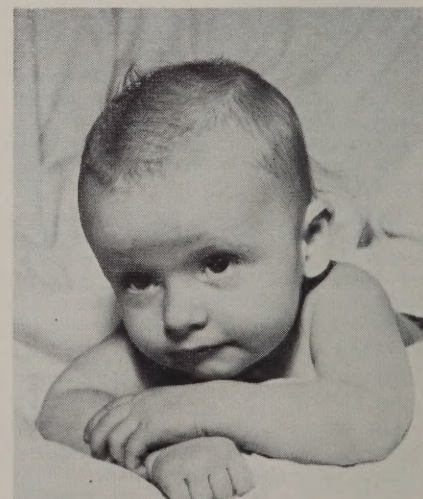
Also on the sick list is Harry Hale, who broke his ankle slipping on the ice on his own driveway.

Al Boonstra was notified by telegram early in December that his mother had died at her home in Leidschendam, Holland. She had just moved into a house her youngest son, a bachelor sea captain, had recently bought for her.

The Christmas party, every one agreed, was a big success. Chairman was Morgan Foley. Did you see your picture?



HOUSEWARMING. Several others from work, besides those in the picture, were also on hand to congratulate Midge Baker, Floor Covering Lab, one evening last fall on her new house. Here are Ann Allen, Sharon Caserky (Midge's granddaughter), the lady herself, and Marylee Gibadlo.



HANDSOME LADDIE, if we ever saw one, is 8-months-old Kevin Sean Foley, son of Michael J. Foley of Norwood Roofing Accounting, and grandson of No. 1 Box Shop Foreman Charles Mutch.

Bumper Crop of Suggestion Winners

\$720 Paid Out

In November and December

SUGGESTION AWARDS for November and December were made to 33 people. Two men at Floor Covering received special awards for unusual ideas and Philip Leon at Shreveport walked away with \$60 for three money saving ideas accepted simultaneously in November.

Two Special Awards

Rocco DeLuca, FFF, received a special \$40 award for his suggestion to save money by eliminating direction slips inside the rug tube. Frank Shumski, FFG, suggested a copper shield to save waste of lacquer and for this received a special award of \$30.

In the two months eight men received an additional \$20 for completing another unit of five accepted suggestions:

Patrick Clarkin, DPB
John Dearnaley, FBN
John Finningham, FFV
Philip Leon, FSPM1
Joseph Roslauskas, FBV
Edmund Wenstrom, FBM
Clarence Young, FFG
Leo Padduck, FFF

NOVEMBER AWARDS

Norwood Roofing

Harold Brittain, FBC	\$20
William Carr, FBM	20
Theodore Pierce, FBM	20
Edmund Wenstrom, FBM	40
Santo Columbo, FBB	5

Phillipsdale

Patrick Clarkin, DPB	\$40
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Floor Covering

Lauri Palonen, FFF	\$20
Garnet Patterson, FFG	20
Ronald Swanson, FFG	20
Clarence Young, FFG	45
Joseph Giampa, FFF	5
Leo Lamminen, FFJS	5
John McLatchey, FFG	5
Leo Padduck, FFF	5

DECEMBER AWARDS

Norwood Roofing

Francis Brown, FBPM9	\$20
William Carr, FBM	20
John Dearnaley, FBM	65
Donald Gillis, FBPM5	20
Joseph Nevins, FBPM7	20
Luigi Rondinelli, FBPM1	20
James Surette, FBQ	20
Edmund Wenstrom, FBM	20
Giuseppe DiVirgilio, FBV	5
Stanley Jezulewicz, FBV	5
Salvatore Purpura, FBF	5
Joseph Roslauskas, FBV	25



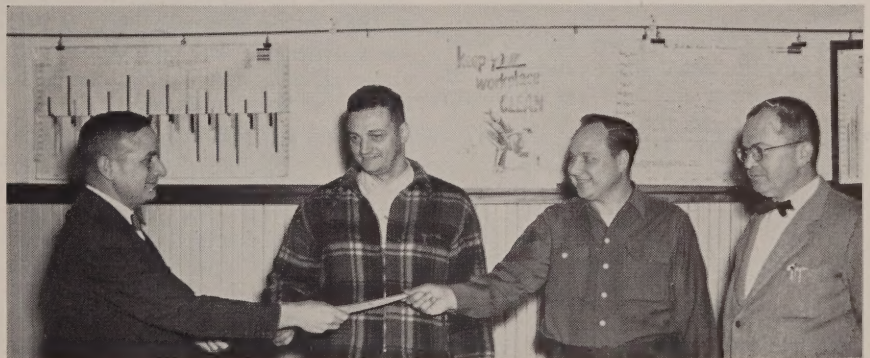
RAPID FIRE. Three suggestions submitted within 15 days of each other won three awards for Phil Leon of Shreveport. Mighty good average!

In addition to the \$60 Phil received for his three ideas, he earned an additional \$20 for a series of five accepted suggestions.

J. D. Johnston, Southwestern manager, right, gives Phil a congratulatory handshake while D. L. Oliver, Jr., assistant plant superintendent, looks on.

Above: Shreveport Triple Winner

Below: "Specials" at Floor Covering



\$\$\$ EXCHANGE figured in this little ceremony at Floor Covering's conference room, when suggestion winners Rocco DeLuca and Frank Shumski (in the center) were presented with checks for their ideas. Left is Superintendent Frank Maconi. Right is T. R. "Ted" Freeman, methods engineer.

Phillipsdale

Frank Chickering, DPP	\$20
Daniel Hourihan, DPIF	40
William Conway, DPM	5

Shreveport

Philip Leon, FSPM1	\$60
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Floor Covering

John McLatchey, FFG	\$20
Frank Shumski, FFG	20
Rita Connolly, FFJ	5
John Finningham, FFV	25
Leo Padduck, FFF	5
Edward Trusevitch, FFF	5

Obituaries

Angus J. Boyle

ANGUS J. BOYLE, No. 2 Box Shop worker for 13 years, died suddenly in Millis on November 11. He was 67 and scheduled for retirement this year.

Following a long period of employment at the Herman Shoe Co. in Millis and a short time at the Army Base in Boston, Mr. Boyle joined Bird & Son in March 1943 at No. 1 Box Shop. He transferred to No. 2 Box Shop in September 1945, and had been a worker on the offset press steadily since that time.

Visiting hours were held at the Roberts Funeral Home in Millis. The funeral service and interment were at Mabou, Nova Scotia. Surviving are two sisters, Mrs. Katie Belle Doyle of Mabou, Nova Scotia, and Mrs. Veronica MacDonald of Rosetown, Saskatchewan.

Giovanni Fruci

GIOVANNI FRUCI, retired, died at the Norwood Hospital, December 6 at the age of 67. He had retired from Bird & Son on August 31, 1954.

Mr. Fruci's continuous service with the company dated from June 1920 in the Undercoat and later the Shipping Department of the Norwood Floor Covering Plant. He also had worked four years at the Norwood Roofing Plant from December 1916 to January 1920.

Funeral services were held on December 10 with a requiem mass at St. Catherine's Church. Burial was in Highland Cemetery. He is survived by his wife, Rose (Maida) Fruci.

John H. Graney

JOHAN H. GRANEY, 80, retired, died at the Norwood Hospital on December 20. He had worked for Bird & Son 40 years, retiring in December 1948.

Mr. Graney started at the No. 1 Box Shop in July 1908. He worked there in the Stapling Department for 22 years. In May 1930 he became a watchman at the Floor Covering Plant and

remained on that work until his retirement 18 years later.

Funeral services were on December 24 with a solemn high mass of requiem at St. Mary's Church, East Walpole. Burial was in St. Francis Cemetery, South Walpole.

Surviving him are his wife, Delia (Donohue), a daughter, Mrs. Mary Connolly of Chestnut Hill, and three sons, Thomas M. of Florida, John F. of Piedmont, California, and Robert of Norwood.

Elvir H. Kallstrom

ELVIR H. KALLSTROM, 40, died at the Norwood Hospital, November 29, 1956. A Bird & Son employee for 10 years, he had worked almost all of his time at the Norwood Roofing Granule Plant.

"Al" started on No. 1 Roofing Machine the day after Christmas in 1946 and transferred to the Granule Plant in March of the following year. Shortly before his death he had transferred to the office of the Finishing Mill at East Walpole.

Previously to his Bird & Son employment, he had worked from 1934 to 1942 at the Plimpton Press in Norwood, where he was a proof press operator. During the war he worked for Bethlehem Steel in Quincy.

Funeral services were held December 1 at the Union Congregational Church in East Walpole. Burial was in the Westwood Cemetery.

He leaves his wife, Alma (Girling) Kallstrom, two sons, Robert and Richard of East Walpole, his parents, Mr. and Mrs. Hugo Kallstrom, and two brothers, Edward and Russell — all of Norwood.

Daniel Keady

DANIEL KEADY, 73, retired, died at 148 Cottage Street, Norwood, on November 10. Mr. Keady retired from Bird & Son in June 1950 after working 28 years at the Norwood Roofing Plant. Almost all of his time was spent in the Shipping Department. He was unmarried and had always lived with a niece, Mrs. Mary

Connolly, at the Cottage Street address.

Funeral services were held November 14 with a solemn high mass of requiem at St. Catherine's Church, Norwood. Burial was in Highland Cemetery.

Paul Sansone

PAUL Sansone, millwright for many years at the Norwood Roofing Plant, died at the Norwood Hospital, December 19, after a long illness. He was 64 years old.

Funeral services were held December 21 at St. Catherine's Church, Norwood, with a solemn high mass of requiem. Burial was in Highland Cemetery.

Mr. Sansone's employment with Bird & Son started at the Floor Covering Plant on July 2, 1917. After a year he transferred to the Maintenance Department at the Norwood Roofing Plant where he had been employed as a millwright until the time of his last illness. He also had a short period of employment at the East Walpole Maintenance Department in the summer of 1914.

Surviving him are two daughters, Mrs. Dorothy Slaney and Mrs. Angeline Leonard; a son, Charles — all of Norwood; and three sisters and four brothers.

William F. Sline

WILLIAM F. SLINE, roofing salesman for 30 years, died at the Norwood Hospital, November 17, after a week's illness. He was 74 years old and had been retired from the company since December 31, 1949.

Mr. Sline joined Bird & Son in September, 1915 and worked for several years in the Storeroom. Then he transferred to Roofing Sales and for the next 30 years represented Bird & Son in the North Shore territory above Boston.

Mr. Sline was also well known for his public service in the Town of Walpole. He served as a member of the Board of Selectmen for several years and was a member of the Massachusetts Selectmen's Association. After his retirement he became a member of the Board of Assessors for the town. He was serving in this capacity at the time of his death. He was also active in the organizations of his church.

Funeral services were held from the

Ginley Funeral Home on November 20 followed by a solemn high mass of requiem in St. Mary's Church, East Walpole. Burial was in St. Francis Cemetery, South Walpole.

Mr. Sline is survived by his wife, Agnes, a son, William F. Sline, Jr. of Syracuse, New York, two daughters, Marjorie and Eleanor of East Walpole, and one sister, Mary A. Sline of East Walpole, who is also a retired Bird & Son employee.

Vincentz Stankiewicz

VINCENTZ STANKIEWICZ, 68, retired, died at the Norwood Hospital, November 23 after a short illness.

He had worked at the Roofing Plant of Bird & Son, inc. since February, 1920 — most of the time on No. 7 Machine. He also worked for the company from 1913 to 1915 and again from 1917 to 1919.

Funeral services were held at St. Peter's Polish Church, South Norwood, on November 26 with burial in Highland Cemetery. He is survived by his wife, Justina, and three children: Mrs. Edna Pasquarosa, Mrs. Regina Grzybowski and a son, Michael, all of Norwood.

Joseph Wasalunas

JOSEPH WASALUNAS, retired Box Shop worker, died at the Norwood Hospital on December 28. He had lived for many years at 24 St. George Avenue, Norwood.

Born in Lithuania 71 years ago, he began work for Bird & Son in May of 1919. He always worked at No. 1 Box Shop and always as a finisher. His retirement date was June 30, 1952.

He leaves his wife, Mary, a daughter Mrs. Virginia Abramowski and a son, Albert.

Funeral services were held at St. George's Lithuanian Church in Norwood on December 31. Burial was in Highland Cemetery.

Frieda Leonhardt

FRIEDA LEONHARDT, retired telephone operator of the Chicago Plant, died December 6 after an illness of about three years.

Born and brought up in Chicago, she joined Bird & Son on June 10, 1929 as telephone operator and file clerk. She served in this capacity until her retirement in June 1950.

Funeral services were held December 8, with burial at Mt. Hope Cemetery.

Della Lyndon of the Chicago Office writes: "Nothing that I can say gives a real picture of this splendid person. . . . Aside from her efficiency in handling her job, she brought to it an inherent 'something' that endeared her to all who had the privilege of knowing and working with her. This was recognized by many of our dealers who often took occasion to speak highly of her to top management."

Acknowledgments

Thank you for your kindness and sympathy at a time when it was deeply appreciated.

The McLatchey Family

The family of the late William A. Kennedy acknowledges with grateful appreciation your kind expression of sympathy.

How can words express the thanks we feel in our hearts for the many kindnesses offered us by the Bird & Son employees during our recent great loss. So many of you have come forward with words of comfort and offers of help. It has certainly helped soften the blow to know we have so many friends. May we offer a very special thank you to those of you who gave your blood in order to give "Al" every possible chance of survival.

Most sincerely,

Alma C. Kallstrom
Sons Bob and Richard
Lydia and Hugo Kallstrom

We thank all of our many friends for the kindnesses shown us in our recent bereavement.

The Sline Family

Acknowledging with grateful appreciation your very kind and thoughtful expression of sympathy.

Nelson M. Phillips
Clarence F. Phillips

The family of Mrs. John D. Hurley acknowledges with grateful appreciation your kind expression of sympathy.

The family of John H. Graney acknowledges with grateful appreciation your kind expression of sympathy.

The family of Patrick H. Mack acknowledges with grateful appreciation your kind expression of sympathy.

During a time like this we learn how much our friends really mean to us. Your expression of sympathy will always be treasured.

The Guthorl and Kennedy Families
(Relatives of the late Frieda Leonhardt)
Chicago

Gratefully acknowledging and thanking you for your kind expression of sympathy.

Mrs. Rose Fruci

The family of Mrs. Mary Jarlis acknowledges with grateful appreciation your kind expression of sympathy.

Gratefully acknowledging and thanking you for your kind expression of sympathy.
Sansone Family

Get-Acquainted Tour



THE GIRLS WORE FLAT HEELS. One of the groups of newest office people get set for their introductory tour of the East Walpole and Norwood plants, one day this past fall. From left: Arthur Wilson (in charge of transportation), then new employees Priscilla Mackenzie, Caroline Mara, Nancy Bowman, Gordon Webster, Janice Soderstrom, Robert Lindblad, Diana Dery, Joseph Fabiano, Nancy Patterson, Mary Crowe, Margaret Taylor, Elaine Pupalaigis, Connie Anderson, and Marie Alexander.

PHILLIPSDALE FELT MILL AND INSUL BOARD PLANT

MANUEL OLIVER
ARTHUR TRUDELL

DAVID S. LOWRY
ALLEN PERKINS

LESLIE E. HOWARD
RAYMOND NOLAN

Honor Retirees at Union Christmas Party

OVER 200 attended the union's Christmas party held December 16 at the Brightbridge Hall in East Providence. Current retirees were honored. They were Peter Tereaska, Joseph Ferry, Manuel Mendes, and Armond Giberson who plans to retire next June. Among those attending were Mr. and Mrs. Paul Knight, Mr. and Mrs. John Murphy, Mr. and Mrs. Page Bunker, area director Edward Moore and international representative Lyle Carr. Also present from Local 1330 were Mr. and Mrs. Everett Seavey, Mr. and Mrs. Lawrence Griffin and Mr. and Mrs. Rowland Daniels.

Around the Plant

Everett Rockwood made a couple of trips to Maine, and got caught up on his homework.

The office people and the foremen held their Christmas party at the Narragansett Hotel on December 13 in Providence. All attending exchanged gifts and had a good time.

Ralph Williams, recently transferred here from East Walpole, has finally adjusted himself to living in East Providence. He has rented a nice ranch house in town.

Ray Chappell and John Conley spent their vacations in Vermont hunting. No luck, however.

Clarence Henriques spent his vacation taking short rides.

Howie Inman of DPR (Boilers) has proudly announced that on November 30 he became a grandfather when David Lewis, Jr. was born to his daughter.

Bad luck was still pursuing the Turner family when Arthur was recently shot in

a hunting accident. We hope to see him back to work soon.

Lester Turner, who is now home, wishes us to thank the boys who gave him a radio to help make his hospital stay less unpleasant. It was a nice thing for the boys to do.

We are trying to find out who is sponsoring the pet pigeon in the Boiler Room. Someone invited him in and now he won't leave. Arthur Trudell complains about the pigeon stealing his coffee and we understand that when "Pete" Peterson, the chief, throws him out, he returns before Pete can get the window closed.

We were sorry to hear of the death of Cyril Richard's father.

Bobby Soderlund, son of Cliff Soderlund of Maintenance, was one of the stars of the current East Providence High School football team. If you don't believe it, note his missing front teeth.

Allen Perkins (Insulating Board) entertained Mrs. Perkins' parents, who were visiting them from Nova Scotia. This was their first trip across the Border in 23 years.

CHARLESTON ROOFING PLANT

STAFF: RAY MARSTON, KERMIT MANN, MICHAEL GALASSO, JAMES ROBINSON, LAWRENCE MARTIN, ELAINE BAKER, JOHN WYNDHAM, ARTHUR WISE, WILLIAM K. PRICE, Photographer

B. L. Sears and J. H. Van Hoy recently attended the Building Material Handling Show in Chicago.

Congratulations to George Stine for winning the 1956 "My Most Important Sale" contest.

Among those who were going home for Christmas was Mildred Dorr, who went to Anderson to spend the last of her vacation time.

John Nelson and his family went to Charlestown, New Hampshire, for the Christmas holidays.

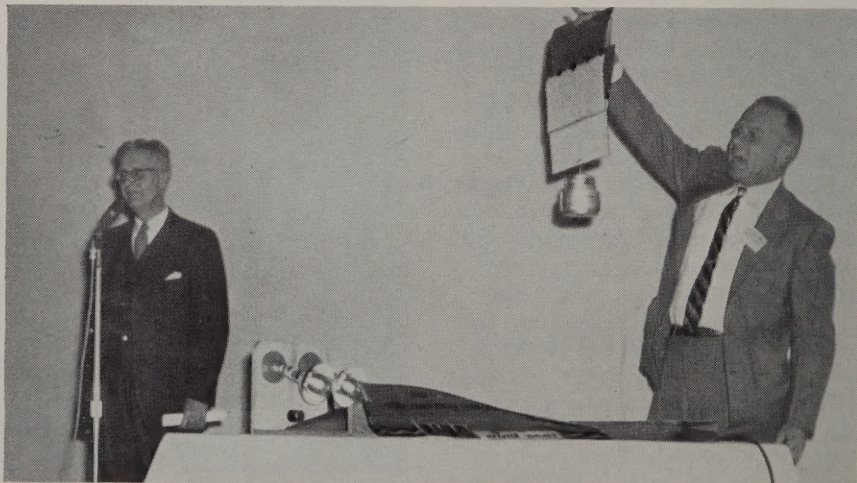
Congratulations to Wattie Smith, FKM and Christine Winn (Smith) who were recently married on November 24. Wattie lost no time in spreading the good news.

The stork has come to Charleston for his annual visit this fall. Congratulations are in order for the following boys at the granule plant. Where's the se-gars? Ben T. Sessions is the proud father of a 7 lb. baby boy. Mother, son and father are doing well.

James McLeod is the proud father of a baby girl. Jimmy said he felt fine. Mother and daughter are coming along nicely. Michael Galasso is the proud father of a 6 lb. baby boy. Mike said Vincent Paul was heading for the Yankees. What Mike meant was the Southern Yankee team.

Alas, Jimmy Huckabee ate chicken on Thanksgiving. Hunter Jimmy, who usually bags his own special dinners, said the bullets were damp from the humidity and that the target was in a hole.

Robert Prosser says that with his new-to-him Chevy the distance to home, Conway, has been shortened.



STEP RIGHT UP, Gentlemen! Chief Chemist Stanley Sallie, Norwood Roofing, demonstrates the effectiveness of the new Bird Wind Seal Shingle. Only a few minutes earlier these two shingles had been sealed under the lights at the left on the table. With only a brief period of subsequent cooling, the wind seal bond was strong enough to support this 10-lb. weight. There was no slippage. Eastern Division General Sales Manager Henry Davis is at the left.

CHICAGO ROOFING PLANT

STAFF: ROBERT W. MACLEOD, ROSE FOX, VIRGINIA O'BRIEN, JOSEPH BLACKMAN, MARTIN PEARCE

Chit Chat

Sympathy is extended to the family of Frieda Leonhardt on her death in December. Obituary on page 21.

Peter Wagner of Maintenance is retiring after 37 years of faithful service as electrician in the Chicago Plant. Pete first came to work for Bird & Son, inc. in 1919. His successor is Eugene McElheny. We wish Eugene McElheny much success in his new job. And to Pete Wagner go all our good wishes.

Also retiring after many years of service to our company is Ralph Calhoun of the Clean Up Gang. All good wishes to Ralph, too. Enjoy your retirement!

Willie, Steve and Henry Blackman, all of the Chicago Mill, attended funeral service of their oldest brother, Eddie, on December 11. He resided in Tallulah, Louisi-



JOY of John Henry Pride, Chicago oiler, are these two granddaughters of his, Valarie, 3, left, and Cecilia, 5. While Cecilia is a pensive little miss, Valarie is all smiles.

ana. The mill where he was employed as foreman for 12 years closed for that day.

Ernest Jacobs, washroom attendant, had a wonderful time on his vacation, though he didn't leave town.

The Girls



COPYRIGHT 1956 CARTOONS-OF-THE-MONTH

"It'll be just our luck for Ellen to knock down a pin now, and tie everything up!"

Fran Syring, back from California, and Mary Curran, back from Florida, could give us all the low-down on the Florida vs. California subject. Both had fine trips.



THIS QUARTET belongs to Bill Grinavic, lucky man! From the left: William, 7, Susan, 4, Mary, 3, and James, 2. Their dad works at No. 2 Box Shop in the Shoe Cartons Department.

Left: One Man's Family

Below and left: Gala Day for Distributor



NEW BUILDING for Floor Covering distributor, B. V. Redmond and Son of New Orleans, which covers southern Louisiana and southern Mississippi and has carried Bird Floor Coverings since 1933. The modern, one-story structure is located at 708-730 Magazine Street.



HAPPY DAY when the personnel can line up on the steps of their new building. B. V. Redmond, distributor, and Bird & Son, manufacturer, join in noting the achievement. Front: Ken Paisant, Vance Redmond, Stanley Blackmer, Bird field manager; Vincent Redmond, owner and general manager; Dick Lacy, "Skinney" Redhead and Ed "Rock" Evans. Back: George Faure, Rivers Brown, Gray Annis and Mike Boudreaux.

SHREVEPORT ROOFING AND FELT MILLS

STAFF: LUCILLE BURROW, D. L. OLIVER, JR., WILLIE L. SMITH, FRANK MARKHAM, ANNE EDDY, J. K. COLVIN, JOHN E. EVANS, JR., RICHARD POTTER, Photographer

Traffic Manager Miller Honored at Dinner On His Retirement

On Saturday evening, December 8, a group of approximately 50 associates and friends gathered in the Lake Room of the Captain Shreve Hotel to honor A. W. Miller, Shreveport traffic manager, who retired from active service on December 31. John Shelley, general traffic manager for the company, made a special trip down from the East Walpole Office to bring with him the regards of the management. Among the invited guests was our retired general manager, L. L. Williams. Our own genial general manager, Doug Johnston, acted as M. C. After expressions of friendship and esteem from his associates in the local management group, Arthur was presented, as a parting gift from the entire group, a beautiful leather two-suit and companion traveling case. We all wish Arthur years of health and happiness in his new adventure.

Shreveport Speaks

Phil Leon takes the prize for the luckiest deer hunter at Bird & Son. He went on his first deer hunt and killed a 12-point buck — or so he claims. At this writing no one here has actually seen the deer, only heard about it. Rumor has it that a farmer in the

area where he hunted is still looking for his prize Jersey cow.

Most of the Bird & Son duck hunters have enjoyed better than average success this season. The one exception to this is Kavat Loe. Kavat holds the record for spending the most money and traveling the most miles to kill the fewest ducks of anybody here. In fact he had yet to kill the first one. He said that his most successful duck hunt so far was the one on which he killed four quail.

We enjoyed a visit from Jim White, who brought some of our distributor's men in Oklahoma City, the Sooner Sash and Door Company, to go through the mills.

Also we enjoyed seeing Al Harper, who came in with some of the men from Bryan Building Products Company in Bryan, Texas, to go through the mills.

It seems that most of the girls in the office decided to wait until around Christmas time to take their vacations. Among those enjoying vacations during the holiday season were Grace Fuller, Gladys Bryan, Lucille Burrow and Dena Fuller.

We enjoyed a short visit from John Shelley who came down to attend Mr. Miller's retirement party. We always enjoy seeing our people from the East.

Although Mr. and Mrs. Doug Johnston weren't able to have both of their children home for Christmas, since daughter Martha is studying in Paris, Uncle Sam did give son Jack a leave. We enjoyed seeing Jack.

John and Annie Mae Anderson got their finest Christmas present December 18, when John D., Jr., their first child, weighed in at 7 lbs. at North Louisiana Sanitarium.

Willie T. Andrews took his family over to Mississippi for the Christmas holidays.

Herbert Harrell took his vacation in December and assumed housekeeping duties while his wife was sick in bed for a whole week.

One December day was a hard luck day for Phil Johnson. He caught only four small fish and while sitting in the front end of the boat his billfold slipped out of his pocket and he didn't know it until he got back to the landing.

Clayton Taylor, his wife and children moved into a new house in Lacy Gardens Subdivision near Blanchard. This is a white-roofed, 3-bedroom home on the right-hand side of the Pine Hill Road — if you want to drop in for coffee.

Several of our fellow workers have lost close relatives through death recently. "Mack" Bryant's father died, Charlie Hodges' brother was buried Sunday, December 16, and Willie Webber's baby boy died suddenly, December 19. We extend our sympathy to all these men.

Leo Hogan and wife spent their vacation last month in Winnfield.

Louisiana Safety Conference was held last



month at the Hotel Roosevelt, New Orleans. Frank Markham enjoyed this meeting in three different ways: the Industrial Safety Section had a splendid program, he met two friendly competitors who have plants in the Crescent City and the seafood was delicious.

Joe Springer has become one of our two-car owners. Joe bought Mr. Miller's Studebaker.

Glenwood News

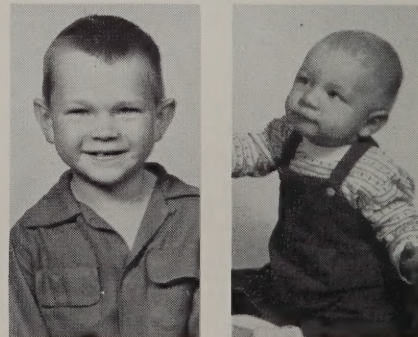
By HURCIL COWART and
ROBERT STEWART

The deer season has passed without anyone from the Glenwood Plant getting his buck. We had plenty of hunters, Henry Miles, Odus Babbitt, Leroy Tigue, Finn Caldwell, Garlin Austin, Orville Caldwell and Hurcil Cowart. We thought we would have plenty of deer, but all we got was near misses. We will all look forward to next year.

A rash of auto accidents descended recently on Glenwood employees. Charlie Ashley hit a cow, Clarence Diggs hit another car and Bob Stewart's car was hit by another car while on the parking lot. Fortunately no one was injured in any of these mishaps.



NEW MRS. LADNER. Shreveport's quiet Irishman tractor operator and softball outfielder, Patrick O'Leary Ladner, married a pretty girl by the name of Clara Clydell Smith on December 7 at the Holy Rosary Catholic Church. Here she is.



LITTLE MEN. They are Larry Duke, 7, and his young brother, Jerry Wayne, 5½ months, grandsons of Gralin Austin, shovel operator at the Glenwood Slate Pit.

Berry Asphalt Company of Arkansas

Waterloo Notes

By PEARLE MCGUFFIN

Our superintendent, Morgan Moore, made a trip to Boston in November to attend Bird & Son's chemists' meeting. He returned via Chicago for another meeting and while there went to the football game between the Chicago Bears and Green Bay Packers.

It was nice having L. M. Lindblom and R. F. Peterson visit the offices here in November.

Welton Bailey and family took a week of vacation November 18. They made a trip to Louisville, Kentucky, to visit his brother and family. While there he traded for a new Chevrolet.

Wylie Malone and family have moved to their new home in Willisville. They were still working on it at the time, but it was near completion and is a very pretty home.

Mrs. C. M. Whitmer, former Berry employee, spent the Christmas holidays in Waterloo.

When Otis Dixon was on vacation, he was on the sick list and couldn't do much bird hunting.

Births

To the Ben T. Sessions', a son, Eddie. (Charleston)

To the James McLeods, a daughter, Rose Marie. (Charleston)

To the Michael Galassos, a son, Vincent Paul. (Charleston)

To the Alfred Breens, a son, Robert, September 19. (No. 1 Box Shop)

To the Donald Brennans, a daughter, Martha, November 4. (E. W. Maintenance)

To the Henry Statkewicz's, a daughter, Teresa Jean, November 19. (Norwood Roofing)

To the Chester Grusheskis, a daughter, Patricia Ann, November 25. (Paper Mill)

To the John Smiths, a son, Thomas Paul, November 27. (No. 2 Box Shop)

To the Michael Meomartinos, a daughter, Susan Marie, November 28. (Norwood Roofing)

To the Fred W. Carlsons a daughter, Elizabeth Ellen, November 29. (Norwood Roofing)

To the John O'Learys a son, John, Jr., December 9. (E. W. Maintenance)

To the John Griffins, a son, Brian Christopher, December 13. (Paper Mill)

To the Thomas Paquettes, a son, Michael Thomas, December 13. (Floor Covering Sales)



GOLDEN WEDDING of Mr. and Mrs. Charles Savage was observed at their daughter's home in East Sullivan, Maine, on their anniversary last spring. Charlie, retired from Bird & Son, is standing in back.

In front: Daughter Mrs. Thelma Hosking and Mrs. Savage. In back: Grandson Foster Hosking, Mr. Savage, Granddaughter Marcia Hosking, and son Leroy S. Savage of Westwood. Among guests present to honor the Savages were Mr. and Mrs. Albert W. Smith of Bird & Son, East Walpole, and friends from Islington.



UNION PLAYS SANTA. Norwood Roofing gave the kiddies a Christmas party on December 16 at Lithuanian Hall, Norwood. Some of Santa's helpers are, from left: John Foley, Mrs. Peter Carchedi behind him. John Gneco with Peter Didick in back, Peter Carchedi, Joseph Roslauskas and John Sigmund. Warren Wing played the Merry Old Elf. Another committee member, Martin Vitkouskas, does not show in the picture.

Marriages

Wattie L. Smith (Charleston) and Christine Winn on November 24.

Leroy Fullerton (No. 2 Box Shop) and Mary Evelyn Kourian, on December 11, at the Epiphany Church, Walpole.

To the John D. Andersons, a son, John D., Jr., December 18. (Shreveport)

To the Walter Siderwicz', a daughter, Marilyn Joyce, December 30 (Main Office)

BIRD CLUB

Cribbage

Chairman Charles Locke reports:

The second cribbage party was held on Thursday, November 15, with 28 players present including the chairman, who played to make up an even number.

1st prize, turkey, won by William Angus, retired.

2nd prize, capon, won by Charles Locke, EMM.

Baskets of fruit won by Clarence Angus, Walpole, and Stuart Farris, FXR.

On December 20, the third party was held with 20 present.

1st prize, turkey, won by William Stewart, FBY.

2nd prize, capon, won by John Flynn.

Baskets of fruit won by John Flynn and Ted Pierce, FBM.

Skating

Another project of Moe Bader's Special Activities Committee is outdoor skating at Skridsko. The January 10th party was cancelled on account of another snowstorm, but other parties will be planned.

The purchasers of the Ice Capades tickets for January 6 at the Boston Garden were very pleased with both their choice of seats and the show.



COMMITTEE and better halves which planned the Bird Club annual banquet this fall were found seated at the head table: Nick and Mrs. Ferrara, Mrs. Hutchins and John, the Bird Club president; Julia Smith, Mr. and Mrs. George Shackley and John Gnecco.

Washington in the Spring

Details on the Washington trip over the Easter week-end, April 18-21, are being settled. The \$50 package includes travel by train, two nights at the Hotel Continental, and bus tours of practically everything the tourist should see at the Nation's Capital. It is hoped that Bird people in other New England locations may want to join the group from Massachusetts.

Winter Week-End

The Tours Committee is also working on a winter week-end, or possibly day trip, to a winter sports area in New Hampshire. This is planned for February. Andy Center, Florence MacDonald and Mary McDonagh are the Tours Committee.

Portrait Painting Offered

In addition to regular instruction, the art of painting portraits will be taught at the Bird Club Art Class. Helen Pierce, teacher, will give this special instruction at the Monday night classes only. Tuesdays she will continue the general teaching of painting.

Rolls Record High Single

Nick Bader of Roofing's FBI team took over both the top high single and high three position the night of December 19. His scores: 165, single; 384, three strings.

Chairman John Woloshyn in commenting on Nick's bowling explained that 165 is very high for a single string in candle pins. The 384, though tops



TWO HALVES of one picture, enlarged, show the Neponset Choral Society in formal grouping following their fall concert, which was Haydn's oratorio, "The Creation." On this side are Director Leonard

Weaver (in formal dress) and Business Manager James Jackson standing at left.

Seated at right are James Silvi, Priscilla Cann and Edward J. Millen, Jr., the soloists.

in the league to date, is not so spectacular.

"This is probably one of the highest single strings ever rolled at the Norwood Sports Center," said Johnny adding, "It's going to be hard to beat in this league or any other league."

End of First Half

The FBM, Roofing Machine Shop, team were in the lead at the end of the first half, with FFR, FFH and DF together 10 or so points behind.

Turkey winners earlier in December were Peter Didick, Armando Croatti, Pete Bethel, Garnet Patterson, Al Proccacini and John McDougall.

High average was held by Angelo LaSalvia at 107.6, followed by John Woloshyn, Earle Higgins and Julie Aukstolis, all with better than 105.

From Oratorio to Operetta

On December 7, fare for the musically educated or those interested in hearing a classical work was presented by the Neponset Choral Society in the form of Haydn's oratorio, "The Creation." It was given at the Walpole High School. Aply sung by both chorus and soloists, "The Creation" marked another offering of the best in music and was warmly received by a good-sized audience.

On Monday night, the 14th of January, the choral society did its annual back flip and started rehearsing for the spring Gilbert and Sullivan musical comedy. This year it's "Yeomen of the Guard." Tryouts for principals' parts are scheduled for February 4. The show will be given at Walpole High on May 2 and 3.

Veterans Shows

The next Veterans Show is listed for January 29 at the Brockton VA Hospital. The Bird Club show has played here before and never ceases to be impressed with the beautiful stage and auditorium.

The December show went to Foxboro State Hospital. Here again, Chairman Muriel "Par" McDonald reported, the entertainment was well received as it had been at Medfield the previous month. The patients particularly like the music. Hospital administrators were much pleased at the Bird Club's interest, she added.

Bouquet

Retiree Ed Mingels included the Bird Club in his thank you to Bird people. He says he enjoys getting the flyers in the mail announcing club activities. Also he appreciates getting complimentary tickets, which the Choral Society sends to retired members whenever they have a show.

JOIN THE BIRD CLUB!

Why? It's fun,
and cheap.

Only \$2.50 a year.

ASK any one of these friendly people: Steve Cavanaugh, PFN, Mary Driscoll, FB, John Gnecco, FBN, Steve Traudt, BE, Jenney Wasilunas, PE, Catherine Collins, Bird Machine, or chairman Hilda Rafuse, R.

Children's Christmas Party

For one hour and 15 minutes the kiddies were regaled with color cartoons at the Park Theatre, Saturday, December 15. There was Mickey Mouse, and baseball and racing cars — and everything. Then came Santa and the gift, besides a bag of candy, which might or might not ever get so far as home.

George Shackley and his committee found that doing things for the kiddies was very rewarding, as always.

Toys left over were taken to the Wrentham State School and to the West Roxbury Veterans Hospital for patients' children.

Tri-Mill Shoots

Winners of the Thanksgiving Turkey Shoot at the Walpole Sportsmen's Club were: Bob Tauber's son (1st); Howard Heath's son (2nd), Ronald Walters (a guest, consolation prize), and Peg Owens of the Office, who won the draw prize. Prizes were A & P food vouchers.

Many Bird Club members and guests traveled the then muddy road to the Walpole Sportsmen Club for the Christmas shoot. Thanks to Harvey Hayward and Hughie Boulter, Bird employees and club members, for their help.

Victor Leontie, chairman, kept things going smoothly with the help of Joe Mussi, Arthur Vozella, Ed Walsh, Joe Sastavickas and Ted Knaus.

Winners were: Bob Knaus, Ted Knaus, John Karolius and Fred Kinder, in the same order as in November.

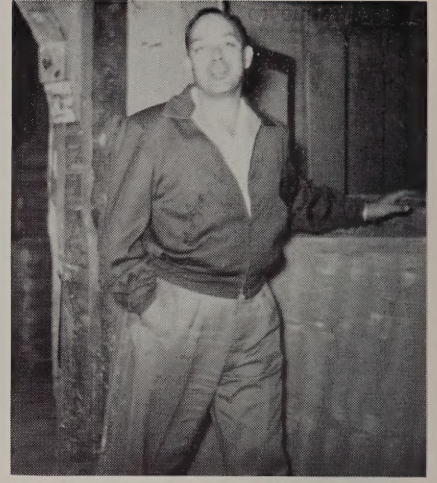


Right side shows Walter Rockwood, accompanist, standing at right end. This dignified group changes character completely when it cuts loose for its annual musical comedy each spring.

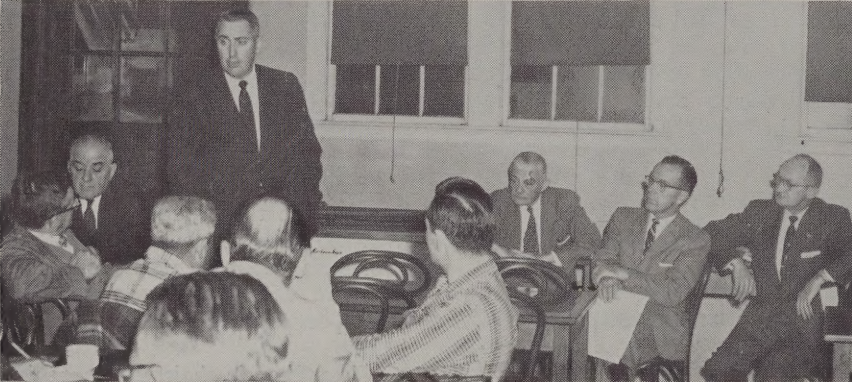


NEWCOMER WINS AWARD. New distributor in Nashville, Furniture Sales Service Inc., earned a Bird sales plaque in their first six months of operation with us.

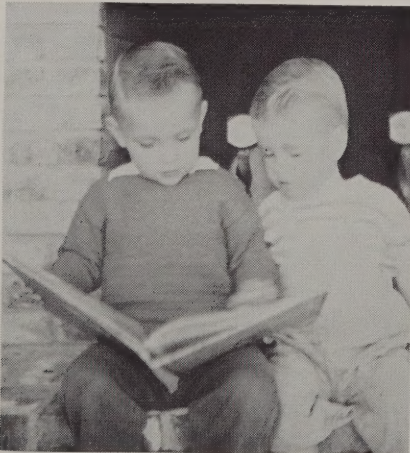
M. E. "Mike" Cummings, Bird field manager, presents the award at a dinner at the Woodmont Country Club, Nashville, in October. Left to right: Jack Thompson, distributor's vice president, Mr. Cummings, President M. H. Pilsk of the Nashville firm, H. W. Cartwright, Bird salesman. Sixteen attended the affair.



RECOGNIZE HIM? This good looking gent is Floor Covering's Bruce Grindle. He was talking to someone around a freight car at Shipping, when Dave Kennedy up and clicked his candid camera.



DEFENDERS of life and property. Fire Brigade and Civil Defense men at the Norwood Roofing plant listened early last month at a plant meeting to three Civil Defense representatives and plied them with questions following their talks. Speaking here is George T. Mahoney, director of Civil Defense for Norwood. Facing camera, seated at left is Norwood Police Chief Mark F. Folan. At right are Thomas F. Keating, Director, Section 1B, Massachusetts Civil Defense Agency, Fendt Langston, Chief, Facilities Service, of the state, and Frank V. Eisenhauer, Bird & Son safety engineer.



CONCENTRATING. Norman Olson's young sons, Peter John, 2½, and Matthew Ramsdell, 1½, are absorbed—for the moment. Their dad is a chemist at the Roofing Laboratory, Norwood.



VENISON—coming up! David Wohler, Paper Mill, got his deer, a nice doe, in Springfield, eastern Penobscot County, Maine. The picture was taken upon his return to Norwood.



BRIDE OF MILFORD MAN was Louis Lamperti's daughter, Evelyn, who was married to John Richard Kennelly, Jr., on November 17. Her dad is employed at No. 1 Box Shop.

Len Weaver discusses Sure-Fire Shows for Amateur Production

The annual spring operetta by the Neponset Choral Society will be Gilbert and Sullivan's "Yeomen of the Guard." This is its creators' most serious musical comedy, to many G. and S. admirers, their best effort.

With a setting in the Tower of London at the time of Queen Elizabeth (the First), the plot is laced with intrigue, drama, humor and pathos. The Neponset Choral Society will stage this show at Walpole High School on May 2 and 3.

Why Still Gilbert and Sullivan?

During recent years we have heard questions, "Why do you stick to Gilbert and Sullivan all the time?" People ask, "How about a change to Victor Herbert or some other composer for a change?"

We have chosen Gilbert and Sullivan operettas for the last several years for a number of reasons:

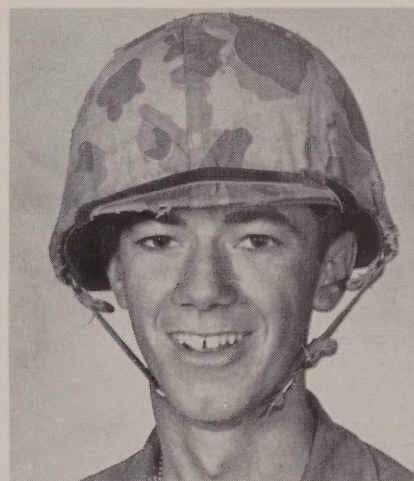
1. They are 10 of the best musical comedies ever written.
2. They are suited to amateur production because —
 - (a) Success of the show is not built around one big-name professional star (such as Ethel Merman in "Call Me Madam").
 - (b) The general singing requirements are not too difficult.
 - (c) Staging and lighting demands are simple. No rapid changes are necessary as in most of the recent Broadway musicals.
 - (d) They do not require elaborate ballet as in "Carousel" or "Oklahoma."
 - (e) They do not demand an orchestra to create the principal musical effects. (Admittedly a good orchestra makes any show more impressive.)
 - (f) The chorus parts are good. Most amateur groups have many more members who enjoy singing than can be used as principals — or want principals' parts. Gilbert and Sullivan operettas all have chorus parts which are very satisfying to those playing them.
 - (g) No royalty is required. This is a point to consider when a group is working on a limited budget.



LIVING NEAR HOLLYWOOD is Anna (Carpentiero) Michienzi following her marriage last month to Mark Michienzi. This picture was taken at East Walpole Purchasing just before Anna left to be married. Office friends gave her money and a lovely bouquet. Standing are, in usual order: Natalie Locke, Janice Melish, Mary Silvi, Eleanore Medailleu, Mary Molla, Kay Padden and Patricia Arling.



YOUNG WESTERNER. Arthur Walker, Floor Covering Maintenance, proudly presents this picture of his grandson, William Wallace, 7, who lives in Victorville, California. On the back of the picture it says, "To Gramps."



YOUNG MARINE is Michael Columbo, son of Santo Columbo of the Norwood Roofing Plant. Santo's boy joined the Marine Corps last July and in December was at Camp Pendleton, California.

These are important points which have influenced our decisions. There are many Gilbert and Sullivan fans who would be quite content to do a different Gilbert and Sullivan operetta each year for 10 years — and then start all over again.

Not Immune to New Musicals

We are continually looking over other musicals. The Neponset Choral Society committee would plank its money down just as fast as the next one for a pair of tickets to "My Fair Lady."

When we find a show which we can do well and one which won't break us, we'll put it on. Our audiences then can decide whether or not they'd rather have Gilbert and Sullivan.

Chairman Says Thanks

At this time I would like to thank ticket sellers and my committee and all who worked to make the Children's Christmas Party of the Bird Club a big success.

George N. Shackley
Chairman Bird Club
Entertainment Committee

THE 10 CARMANDMENTS*



BIRD NEPONSET REVIEW

FEBRUARY 1957



Vol. 45 No. 2

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On the Cover

Garry Moore will be immediately recognized by many Review readers. Most of the rest of us have heard his name by now, especially since the recent flurry of publicity within the organization about the new Bird television advertising on the Garry Moore Show, which started February 11. (Story page 2) In the group, members of the show from left, are: Howard Smith, orchestra leader, Durward Kirby, Garry Moore, Denise Lor and Ken Carson. (CBS Television Photos)

Notice

Bird & Son has a new phone number. Anyone formerly using the Walpole 25 number should note this is now incorrect.

The new Bird & Son Walpole number is MOntrorse 8-2500.

Walpole went on dial on February 17.

Those customarily using the Norwood number, NOrwood 7-0760, should continue to use the same one.

BIRD NEPONSET REVIEW

Vol. 45 No. 2 February 1957

Published for the employees of Bird & Son, inc., and the Berry Asphalt Companies to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.

Bird Plants: East Walpole and Norwood, Mass., Phillipsdale, R. I., Chicago, Ill., Shreveport, La., Glenwood, Ark., Charleston, S. C., Lewiston, Me., Manchester, N. H., and New Britain, Conn.

Berry Refining Co.: Office and Refinery, Gary, Ind.

Berry Asphalt Co. of Arkansas: Office: Magnolia, Ark. Plants: Waterloo, Stephens, Ark., and Memphis, Tenn.

EDGAR M. GROUT Editor
ELEANOR M. GARLAND Assistant Editor
KENNETH W. PIERCE Photographer

ADVISORY BOARD

JOHN J. MURPHY MARY MCCARTHY

Director of Personnel Addressing State-Wide Industry Meeting



EXPERTS on industrial relations were the four speakers at this session of an industrial management seminar held January 25-26, at the University of Massachusetts. Speaking is Bird & Son Director of Personnel John J. Murphy. His talk was on "The Foreman — Industry's Ambassador." Fellow speakers are, from left: Harold J. Ruttenberg, president of Stardrill-Keystone Co., Beaver Falls, Pennsylvania; Dr. Earl Brooks of the Cornell Graduate School of Business; Raymond H. Blanchard (in light suit), president of Hood Rubber Co., who was chairman; and Prof. George P. Schultz, industrial relations, Massachusetts Institute of Technology.

This sixth annual management seminar of the Associated Industries of Massachusetts was attended by leaders in industry throughout the Commonwealth, including several representatives from Bird & Son.

So-Long from an Old Friend



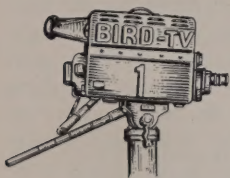
BUD (L. G.) WILLIAMS recalls his life-long association with Bird & Son as he says farewell at a banquet given him January 30, on his leaving for a new job. He has taken the position of advertising and marketing assistant for Brigham's, Inc. (ice cream, confections and pastry).

Part of the head table (about 50 attended from throughout the Massachusetts offices) at the Floral: Hal Hillyard, Mrs. Williams, Howard Woods and Margaret Owens.

WHY we are stepping up

Our Advertising

THIS year we are launching a more intensive national advertising campaign for our roofing and floor covering products. The TV advertising on the Garry Moore show and the coast to coast magazine advertising in *The Saturday Evening Post* will, in our opinion, help to sell these products more effectively.



The program is expensive, and it will require many hours of planning and hard work by our advertising staff and our agency. Why go to all this expense and hard work?

There is just one reason — to keep pace with our heavy competition, and if possible gain a larger share of the business in these two competitive fields of floor covering and building materials. We have quality products and good production and sales facilities. But all these are worth little unless the general public knows our product and wants to buy it. If we are to succeed — that is, have steady profitable production and employment in our plants — we

must continue to sell a high volume of products which will keep our plants operating at as nearly full capacity as possible.

As you well know, a business cannot continue to operate unless it stays profitable. Many people consider a profit of 10% fair, and assume that most businesses earn that figure without difficulty. That is not true. The average business makes less than 5% profit. In 1955 Bird & Son's profit was 3.42% — less than 4 cents on \$1.00. In 1954 it was 3.1%. The figures for 1956 are not yet available.

It would take but a small decline in volume to wipe out all our profits and put us in the red. We must bend every effort to keep the public aware of our products and increase their use of them.

We expect that the TV and magazine advertising campaign of 1957 will do just that.

President

More about Our New Advertising



PRESENTING — the newest Bird salesman! Or, looking from other side of the TV camera — presenting the president of Garry Moore's newest sponsor.

We give you Garry Moore and President A. H. Anderson discussing in New York recently a mutual interest, the Bird advertising program on the Garry Moore Show. (CBS Television Photo)

Garry Moore Show On TV

BIRD & SON is on television!

Yes, we have the Garry Moore Show seen by three million housewives in television homes throughout the country.

As your wife will tell you, this is the show that millions of women watch every morning. It's on between 10:00 and 10:30 Eastern Standard Time and is just about the most popular morning show on all television.

Let Garry Moore promote BIRD and, presto, millions know about BIRD.

Bird & Son began to sponsor the second 15 minutes of the Monday morning Garry Moore Show on an every-other-week basis beginning February 11. The first half is sponsored by the Campbell Soup Company. Both Bird Roofing and Bird Floor Covering are being advertised.

In Case You're Not a Fan

Who is this television personality Garry Moore? Watchers of TV evenings see him as MC on the panel program, "I've Got a Secret," on Wednesday nights. That a lot of people like

him is evidenced by his recently getting the *LOOK Magazine* award for Best Master of Ceremonies the third year in a row.

As for Garry Moore on the morning program, most of his viewers are the women at home doing their housework and raising their families. The show, called simply "The Garry Moore Show," is comedy, light, often screamingly funny. The commercials are fun, too. Garry has the light touch even in straight advertising. The viewer is already conditioned to approve because she has enjoyed the fun which went just before. Women believe in him, too, because he is honest and sincere. They have confidence in the products he tells them about.

When to Watch

That's it, fellow employees. Tell the folks at home in the daytime to turn on the CBS station — or look yourself if you're on a late shift — and see BIRD on television. Here are the dates:

February 11	May 6
February 25	May 20
March 11	June 3
March 25	June 17
April 8	July 1
April 22	July 15
	July 29

Will reach mass audience on screen and in print

In The Saturday Evening POST

TELEVISION for demonstration, plus national magazine advertising for color and coast to coast coverage — that's the Bird advertising campaign for 1957. It's a double-barrelled campaign, as you can see, designed for the greatest coverage of those who are in the market for our products.

For Roofs and Floors

One of the top magazines of the country has been chosen for the full color advertising — *The Saturday Evening Post*. Starting April 20, the *Post* will carry a series of Bird ads right through until December. Some will be "split run" ads, appearing on facing pages. In these, one page will be on floor covering, the other on roofing. Other Bird ads will be all on one page and deal with only one product. All will be in full color.

Widely Read and Respected

The Saturday Evening Post is one of the most widely read and most respected of all magazines, with a weekly readership of over 10 million. More women read the *Post* than read nine of the leading women's magazines. Men spend more time reading the *Post* than any other magazine. The *Post* also has a reputation for building more brand names than any other magazine. What better selection could be made to build the name and the prestige of BIRD!

Starts April 20

The schedule, starting with a split run advertisement on both lines of products, opens April 20. Other dates are as follows:

May 11	September 28
June 8	October 26
July 6	November 23
August 3	December 14
August 31	

Queen Honors Mr. Bird

Board Chairman Named to Order of the British Empire

FOR recognition of his outstanding work in betterment of Anglo-American relations, Charles Sumner Bird, Chairman of the Board of Bird & Son, inc., has been named an Honorary Officer of the Civil Division of the Most Excellent Order of the British Empire.

This honor, granted to very few Americans, was conferred on Mr. Bird by the Queen, through Her Majesty's ambassador in Washington in a letter dated December 31, 1956. He will be personally decorated later, when he is next in Washington.

Mr. Bird is president of the American and British Commonwealth Association and for many years has given warm support to such projects as the restoration of the ancestral home of George Washington in County Durham and All Hallows Church, Tower Hill, London.

About Mr. Bird and His Anglo-American Activities

Years before the start of the German Wars of 1914 and 1939, Mr. Bird was active in the English Speaking Union.

Its purpose is to help promote friendship and understanding together with political and military unity between England, the Commonwealth and the United States in a strong alliance, believing that this is the best guarantee of maintaining peace in the world through law and order.

Germany worked on the assumption that there would be no effective alliance. It took two wars and the sacrifice of millions of innocent lives to prove that their assumption was wrong.

"Had we been united before these wars all this terrible sacrifice of lives, the waste of untold treasures and savings of hundreds of years of successful trading might have been avoided," states Mr. Bird.

Mr. Bird served as a member of the British War Relief Committee and as chairman of the New England Com-



Charles Sumner Bird

mittee for American Aid to France and the American & British Commonwealth Association, Inc. For his work for France he received a few years ago the *Ordre National de la Légion d'honneur*.

Mr. Bird Views the Present World Situation

Mr. Bird thinks that today the greatest danger confronting our Western Christian civilization is that our allies in war are not united in a common front against our common enemy which, after the defeat of Germany, has become the massive Eastern world mobilized under Russian imperialistic dictatorship from Alaska to Central Europe.

"In its aim to dominate the world," he says, "this power, the greatest menace since the Genghis Khan, is pouring out a steady and virulent stream of propaganda against Britain, France and the United States."

Mr. Bird believes that we must support the ideals of the moral power back of the United Nations. He fears that the principle of equality of vote in the Assembly may result in giving control to the majority of the 70 nations which are far from being developed in our Christian civilization. He feels that this may prevent any effective military action in time to stop a major war.

He believes that whatever views we may have of the rights and wrongs of the recent action taken by England and France against Egypt, this action has at least brought the United Nations face to face with the necessity of solving the problem in the Mediterranean.

Mr. Bird thinks that if with the force which our President has now asked Congress to provide, added to the moral power of the United Nations, this U.N. Assembly is unable to solve the problems of the Mediterranean, then we must seek other means of solution before worse happens.

Recommends Alliance

He feels the best hope of enforcing the sanctity of contracts through law and order and maintaining peace in the world is to effect without delay an unquestioned offensive and defensive alliance between Britain, the Commonwealth, France and the United States. He also feels that in the last analysis this alliance is the only secure foundation of both moral and physical force that could and should prevent another world war.

ON THE JOB



WHEN IT COUNTS

1957 RED CROSS CAMPAIGN

Red Cross training in lifesaving and first aid enabled Dore Orenstein of Passaic, N.J., to rescue two 8-year-old boys from the Passaic River last winter. Throwing a rope to the struggling youngsters, Dore pulled them to safety and then gave them first aid treatment for exposure and shock. Your membership contribution to the Red Cross helps to support its safety and first aid instruction programs. **JOIN AND SERVE!**

Roofing Salesmen Star at Own Meetings

Busy Two-Day Sessions Held at All Four Divisions

BY popular vote of their equals, eight Bird salesmen played starring roles in all four of the annual January Building Materials Division sales meetings.

These four meetings were held consecutively in Chicago, Shreveport, Charleston and last, in Boston on January 16-17.

How the Stars Were Chosen

Every Building Materials salesman throughout the company had handed in answers to a questionnaire from his district boss. His reply covered in detail his *most important sale for 1956*.

Then copies of each man's answer were made up and sent to all other salesmen in his

Beauty at Boston. Lovely model coyly displays garter ornament reading *Jubilee*, the name of a new Bird Master-Bilt color. This feature of the program was received with considerable enthusiasm.

Chicago group hears Len Niese, sales promotion, give the electrifying story of the coming magazine and video advertising. Back of Niese can be seen the Arch of Product Progress, theme of the Chicago program, with No. 21 Master-Bilts holding the keystone spot in the arch.





"My Most Important Sales" winners attending the Shreveport conclave are the men seated: A. G. Harper, E. W. Wright, G. T. Brebach and J. D. Lantier. Messrs. Brebach and Lantier are the guests from other districts.

In back: R. F. Jenkins and F. H. May, managers of the two districts of the Southwestern Division, and Division Manager J. D. Johnston.

Specialite de la maison is presented by the hotel at a dinner meeting at Shreveport — a cake made in the form of a house. Quel magnificence! Doug Johnston congratulates the chef as assistant manager

own district. Each salesman read them over with an experienced and critical eye and voted for the paper he thought was the best. There was one winner per district. Here they are:

Winners of "My Most Important Sale"

<i>Name</i>	<i>District</i>
R. C. Newton	New England
J. D. Lantier	Eastern
W. W. Ford	Middle Atlantic
G. E. Stine	South Atlantic
T. E. Downey	Central
G. T. Brebach	Midwest
A. G. Harper	Gulf
E. W. Wright	Mid-South

Each winner, as the pictures indicate, attended not only his own division meeting, but one other besides. At these meetings the winners each had his "most important sale" discussed and had the opportunity to fill out details in person. The other men enjoyed having a chance to talk shop not only with others in their own district, but also with men from other territories.

(Continued next page)

Callahan of the hotel stands in back of him. Seated at the head table are F. H. May, E. L. Chamberlain, R. F. Jenkins, L. L. Williams and A. M. Dobbins.





GROUCHO PRESENTS — the winners! Behind that bushy facade is one Leonard Niese, who emceed the "My Most Important Sale" feature at Boston's Statler meeting. R. C. Newton, J. D. Lantier and W. W. Ford, the three center men, are the Eastern Division winners, while E. W. Wright (next to "Groucho") and T. E. Downey are guest winners, from Shreveport and Chicago respectively.

Consensus of the salesmen was that this program was **EXCELLENT!**

Other Important Features

Many other important subjects besides these winning sales stories were brought before the division meetings. Products from Architect shingles to

Backer Board and all in between had their share of attention.

TV and S.E.P.

Wind-up of the second and closing day's session at each of the four meetings featured the advertising and sales promotion program for 1957. At this time the sales promotion manager,

Leonard Niese, announced for the first time that Bird would be advertising on television on the Garry Moore show and in a national magazine, *The Saturday Evening Post*. When Len Niese made these announcements, the salesmen were very enthusiastic. At the Chicago meeting the men rose to their feet and cheered!



Western Division contest winners, executives and guest salesmen line up for the camera during the Chicago meeting. Reading from left are: J. W. Morgan, George Stine (Charleston), P. C. Johnson, T. E. Downey (Chicago winner), R. C. Newton (Eastern Division), G. T. Brebach (Chicago winner) and A. M. Dobbins.

The BLACK DOMINO

NOBODY *promises* you'll have fewer accidents after this course is over. But it could happen that *your* department is going to have a better — and therefore happier — record. Jim Scobie is doing his best. So is Frank Eisenhower. And so are the foremen who are enrolled.

Everyone Works at Problem

What is happening is that our insurer for the Massachusetts plants, the Arrow Mutual Liability Insurance Co., is sending their safety engineer, James P. Scobie, to us. He is giving his 5-week, conference-type course to all foremen. Each foreman attends once a week. There are about 15 in a class. The foreman sits down with other foremen. Jim Scobie writes the problems of that day's lesson on the blackboard. Then everyone pitches in and figures out the solution.

Always the Black Domino

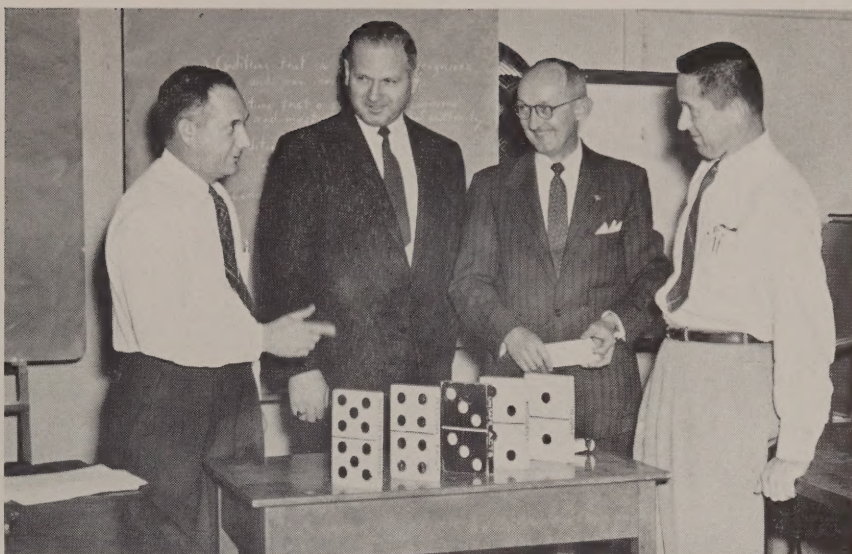
In getting Mr. Scobie's story for the Review, the reporter asked him:

Q. Have you given this course to other industries?

A. Yes, to at least 150, both for Arrow and for other companies and the Navy, where I have worked in Safety.

Q. Is this a First Aid Course?

A. No. It is a study of how to prevent accidents *before* they happen.



BLACK DOMINO IS THE VILLAIN. Representing UNSAFE ACTS and CONDITIONS, the Black Domino (3) is set up with four white ones by Arrow Mutual safety instructor James Scobie, left, to point up foremen's safety course. The white dominoes are (1) Ancestry-Environment, (2) Personal Fault, and (4) Accident, (5) Injury. Nos. 1 and 2 won't hit Nos. 4 and 5 without No. 3, says Safety-man Scobie.

Chatting with Mr. Scobie here before class are John (Jack) Walsh, Frank Eisenhower, Bird safety engineer, and Eino Manninen.

Q. Frankly, can you see a reduction in accidents after such a course?

A. Sometimes we can see the figures actually drop. But, this is one of those things called an "intangible" which we believe is worth doing, even if you can't always prove it in numbers.

Q. Is the course being given at Bird & Son because our safety record is not as good as some think it should be?

A. No. The course is given to busi-

nesses which my company insures, regardless of their accident rate.

Q. Do you find that Bird & Son has safety problems which are quite different from those of other industries you visit?

A. Problems are pretty much the same everywhere. You know why? It's because safety is tied up with people, and people are a lot alike. Remember the black domino? It's the UNSAFE ACT (somebody *did* something unsafe) that's practically always the *black domino*.

Frank Carchedi Moves Up at Norwood Roofing Plant

To Head Office and Planning

FOLLOWING Edward Hiller's resignation, Frank E. Carchedi has been named office manager and planning head at the Norwood Roofing Plant.

Born in the wide-open spaces of Havre, Montana, Frank came East with his family at an early age and settled in Norwood when he was about 11 years old. His first clerical job with Bird & Son was at the Floor Covering

Plant in February, 1941, eight months after graduating from high school.

He later spent two years at the Boston Navy Yard as a welder and was in the Army two and one-half years. He also studied accounting one summer at Boston University before returning to the Roofing Plant in October 1946 as a clerk for No. 1 Roofing Machine. In 1950 he became a raw stock records clerk and in March

1953, shipping supervisor. This job he held until his recent move into Ed Hiller's post.

In the service he won the rank of staff sergeant and spent two years overseas in the European Theatre. He married Emily LoVuolo of Hyde Park in 1948. Mr. and Mrs. Carchedi have one daughter, Joyce, age 7.

When Frank isn't busy scheduling production runs for Bird & Son, you'll find him at home with his family or following his hobbies of hockey and track — track especially, since back in high school days he was a dash man on the track team. In summer, like many another Bird employee, Frank relaxes by going fishing.



YEAR'S BEST award in the company suggestion system goes to Julius Cozzi, third from right, an inspector at our Chicago Roofing Plant. President A. H. Anderson makes the presentation, as Cozzi's superintendent, D. E. Frazier, Jr., and his division vice president, E. L. Chamberlain, smile beside him, right. At left also looking very pleased are P. C. Johnson, Western Division manager, and Treasurer of the firm W. C. Ahlgren.



SECOND and THIRD in competition for Best Suggestion are Norwood Roofing employees Peter Carchedi and John Dearnaley, seated at left. President Anderson is "paymaster" and sitting beside him are H. S. Hanna and C. A. Sumner. Standing are: Fred Turco, Carchedi's foreman, No. 7 Machine; C. L. Walton, Roofing production manager; Ralph Kemp, Dearnaley's foreman, Maintenance; their vice president, E. L. Chamberlain; and other Administrative Committee members F. P. Reynolds, R. A. Wilkins, W. C. Ahlgren and H. O. Woods.

CHICAGO MAN TOP WINNER

Julius Cozzi's Suggestion Named Best of 1956

JULIUS COZZI, Chicago winner of 16 previous suggestion awards, received top honors in suggestion awards for 1956. It was his suggestion, "Hip and Ridge Shingles," which was judged the best of 1956. Early in January he was handed his \$200 check in person by President A. H. Anderson at special ceremonies in Chicago.

Winners of second and third place for 1956 were both from the Norwood Roofing Plant: Peter Carchedi, No. 7 Machine, and John Dearnaley, Maintenance Department. Carchedi's check was for \$100, Dearnaley's for \$50.

Top Honor to Chicago Man

Mr. Anderson told Mr. Cozzi that it had been many years since the top honor had gone to the western plant. Other year-end awards have gone to Chicago from time to time — in fact, it was in 1941 that Julius Cozzi was

himself the year-end winner of the Third Best Suggestion prize.

Cozzi's excellent idea, which was recognized as Best Suggestion last month, showed a method of running Hip and Ridge Shingles double, to be separated later by the applicator on the job. For this idea he had received a special award of \$375 last May.

Peter Carchedi Is Second

The prize-winning idea of second-place winner Carchedi was for a spring tension rail at the trim table. This

makes the trimming of the siding more accurate and has improved our customer relationships by eliminating complaints. Mr. Carchedi received a \$300 award for this idea in July.

Third Prize to John Dearnaley

"Narrowing Slate Chute" was the title of John Dearnaley's third place prize winner. By feeding slate onto a conveyor belt at the granule plant from a narrow chute, there is a saving in granules and also in belt repairs. A special award of \$205 was paid to Mr. Dearnaley in July.

January Awards

Regular suggestion awards for January were paid as follows:

Twenty-dollar Special Awards were paid to three men each for completing five more accepted suggestions: Anthony Abril, FBPM7, Richard Carberry, FBPM9, and Daniel Hourihan, DPIF.

Norwood Roofing

Richard Carberry, FBPM9	\$80
James Kelly, FBPM5	20
Tiodoro Michienzi, FBPM1	20
James Surette, FBQ	20
Stephen Tomaszewicz, FBB	20
Leon Trakenivecus, FBV	20
Edmund Wenstrom, FBN	20
Anthony Abril, FBPM7	25
Andrew Wright, FBM	5

Floor Covering

Thomas Folan, FFG	\$20
Roland Gervais, FFF	20
John Buckus, FFV	5
Frank Shumski, FFG	5

Phillipsdale

Daniel Hourihan, DPIF	\$110
Matthew Pino, DPM	20
Joseph Queenan, DPM	20

Long Service List

March

Employees

Name	Year	Dept.	Years
James Wilkes	3-10-16	No. 1 Box Shop	41
Howard S. Hanna	3-1-20	Purchasing Agt.	37
John Alexandrowicz	3-16-20	Roofing	37
Earl H. Hanson	3-20-20	No. 1 Box Shop	37
Girolamo Rignone	3-14-22	No. 1 Box Shop	35
Victor E. Grant	3-3-23	Floor Covering	34
John Malacario	3-22-23	Floor Covering	34
Thomas A. Rogers	3-31-24	Floor Covering	33
Arthur P. Hassler	3-5-25	No. 2 Box Shop	32
James DeChalles	3-11-25	No. 2 Box Shop	32
Alice Connolly	3-27-25	No. 1 Box Shop	32
John J. Goonan	3-26-26	No. 1 Box Shop	31
John T. Andrews	3-7-27	Office	30
Joseph Erker, Jr.	3-7-27	Office Mgr.	30
Nicholas N. Radzwill	3-28-27	Roofing	30
John Healey	3-30-27	Floor Covering	30
Samuel H. Kelley	3-12-28	Floor Covering	29
Muriel A. McDonald	3-20-28	Office	29
Harold J. Mattson	3-19-29	Roofing	28
Charles A. Norton	3-21-29	Roofing	28
Delia T. O'Donnell	3-28-31	Finishing Mill	26
Carl B. Wenstrom	3-18-37	No. 2 Box Shop	20
Stanley H. Sallie	3-22-37	Roofing	20
James J. Patchin	3-2-42	Maintenance	15

following modern trend, we adopt the

Partially Identified Suggestion Form

NEW suggestion blanks will soon be in use at the Bird & Son plants. About March 1 a partially identified blank will be placed at the boxes. In the Massachusetts and Rhode Island plants where we have a full-time investigator, it will work like this:

Each blank will be in three sections. You will write out your suggestion in the upper part of the blank as before, using the back of the blank, or an extra sheet, if more space is needed. Then sign your name, department and number on the tab at the lower left. Finally fold the entire form, seal it and drop it in the suggestion box as before.

All forms will go directly to the Suggestion Plan Secretary at the Personnel Department. Here they will be opened and recorded and assigned a number. The same number will appear in three places — on the original suggestion, on a tab at the left which is torn off and kept by Larry Aherne, the investigator, and on a third tab which is returned to you as your acknowledgment.

From this point the suggestion is handled by number only.

Mr. Aherne, the investigator, will know the identity of each suggester so that he can talk with each one personally about his ideas. But everyone else, including the members of the Suggestion Committee, will review suggestions by number only.

Bird plants which have no full-time investigator will also use the blank and make their own arrangements for investigation.

"This new system," states John J. Murphy, director of personnel, "is in line with the practice of a great many suggestion plans across the country. Experts tell us that the partially identified blank removes all possibility of a suggestion being judged on anything but its merits. We are interested first of all in ideas of value to the company. After we have evaluated and accepted an idea, only then do we want to know who submitted it so that we can pay the award to the one who deserves it."

Excuse it please!

While suggestion boxes are being renovated you will find supply of forms at each Brigade Room. Send completed suggestions by plant mail directly to Suggestion Committee.

SHREVEPORT

Oliver N. Sherburne	3-3-37	Office	20
Willie Taylor	3-8-37		20
Frank S. Markham	3-24-47	Office	10

Former Employees Now Retired

EAST WALPOLE AND NORWOOD

William J. Quinn	3-9-00		57
John S. Mattson	3-4-08		49
Ivar K. Lindquist	3-3-11		46
Felix Thompson	3-10-11		46
John Peza	3-13-11		46
Salvatore Lacivita	3-8-12		45
Camillo DiPlacido	3-22-12		45
John J. Foley	3-18-15		42
Stanley Alukonis	3-7-16		41
Michael Yasonis	3-5-17		40
Alexander J. MacDonald	3-29-17		40
James Capone	3-19-19		38
Joseph Catalano	3-26-19		38
Antonio Piedzewicz	3-24-20		37
Joseph Ambroszkiewicz	3-30-20		37
Hugh Rooney	3-31-20		37
Berton L. Seekins	3-3-21		36
William C. Head	3-20-22		35
Steven K. Barron	3-5-23		34
Michael Curran	3-28-23		34
John Flaherty	3-4-25		32
Peter Folan	3-7-25		32
James E. Belcher	3-30-25		32
Earl A. Bradley	3-29-26		31
Walter W. Kozlowski	3-31-26		31
Leon Bahonski	3-10-27		30
Mary H. Nixon	3-28-27		30
John Kwiatkowski	3-28-27		30
Francesco Bilotta	3-28-29		28
E. Thomas Benson	3-2-31		26

PHILLIPSDALE

Henry C. Phelps	3-7-09		48
Helge Holter	3-4-12		45

NEW BRITAIN

Marshall B. Lee	3-11-24	Sales Engineer	33
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PHILLIPSDALE

Joseph DeCosta	3-5-24		33
Armand J. Roy	3-9-42		15
Manuel Alves	3-14-42		15
Antone M. Paiva	3-5-52		5

CHICAGO

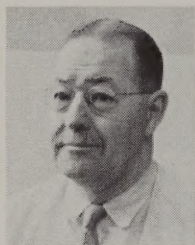
Joseph Blosky	3-11-19		38
Albert J. Bohnenberger	3-24-21		36
Rudolph Budz	3-15-25		32
Thomas Cooling	3-31-25		32
Roger H. Sumner	3-15-37		20
Thomas E. Downey	3-1-52	Sales	5

GLENWOOD

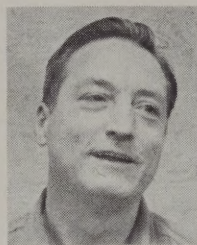
Numan J. Smedley	3-7-47		10
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The Inquiring Reporter

The Question: **Do you file your federal and state income tax returns early, or just before the deadline — and why?**



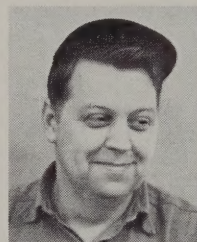
ARTHUR EAMES, Drafting Dept., East Walpole. I file it as soon as I get my statement from the company. If I don't do it then I am apt to forget it.



FRANK WIBERG, Linoleum Dept., Floor Covering. Yes, I file them early. They have to be filed anyway; why not do it early and get it over with?



ANTONIO AMARAL, Wood Dept., Phillipsdale. Just as soon as I receive the papers from the office I take them to a tax man in East Providence, who makes out my return. Some years, because of repairs which have been made to my property, I get a refund, so it is well to get it in early. But I always get it in early to get it off my mind.



THOMAS FISH, JR., No. 9 Machine, Norwood Roofing. I file the federal early because I usually have some money coming back, and then I turn around and file the state return when I get around to it, usually shortly after filing the federal.

Review reporters who recorded these interviews were: Edward Geraghty, Frank Shumski, David Lowry and Richard Carberry.

State Prisoners Give Citation To Walpole Toastmasters Club *Organized Speechcrafters Club*

"THANKS to you, Toastmasters of Walpole!" So starts a citation presented to the Toastmasters Club of Walpole by the Speechcrafters Club of Walpole.

The Speechcrafters Club, organized with the help of the Walpole Toastmasters Club last summer, is unique. It is not in competition with the Walpole group. Its membership is strictly limited. Meetings can be held in only one location. You see, every one of the members has residence behind the bars at the Massachusetts Correctional Institution.

Suggested by Neighbors at Kendall

It all started about six months ago. A group of five Kendall Mills men who had been conducting an MCI Bible Discussion Group at the institution suggested to Principal Officer Achuff the idea of organizing a public speaking group. It took only a couple of open meetings, with the Walpole Toastmasters demonstrating, to sell the idea. The club organized this past summer along the lines of a regular toastmasters organization. Since then five seasoned toastmasters have been travelling to the institution every two weeks to help guide the Speechcrafters meetings.

Participants include John Callan, engineer, and L. G.

"Bud" Williams, both former presidents of Toastmasters. The citation, a certificate printed and framed in the shops at the Correctional Institution, was presented to the Toastmasters at the first annual banquet of the Speechcrafters Club held December 10. Guest speaker at this happy occasion was Nils Wessell, President of Tufts University.

The new group has come a long way according to several toastmasters with whom we talked. All members are gaining confidence in themselves and a few really fine speakers are developing.

"We Can Still Be of Use to Society"

The gratitude of the men at the institution is well expressed in the words of the citation — "You have helped us plan and conduct the operation of this club in a manner which has proven beneficial to all of its members. You have encouraged our growing conviction that we still can be of use to our fellow man and to society. In addition, you have shown us that responsible members of your community are willing to contribute valuable time and effort towards the achievement of our ultimate goal — the return to our families and the community as conscientious citizens."

Walpole Toastmasters was organized jointly by Kendall Mills and Bird & Son employees several years ago. Among the Bird & Son people in the original group were John J. Murphy, E. Russell Pulsifer, A. W. Smith, E. M. Grout, R. H. Hall, Harold Bonnyman and Chester Porter.

Philip H. Bailey

PHILIP H. BAILEY, retired Bird & Son executive, died at his home, 439 East Street, Walpole, on February 6 at the age of 83.

Mr. Bailey was for many years sales manager of the Roofing Division. A graduate of Yale, class of '97, he first worked in London, England, as a sales representative for an American company. He later was a salesman for the Simmons Hardware Company in St. Louis. He joined Bird & Son, November 1, 1904, as head of the New York Office. It was from this position that he was transferred several years later to head the Roofing Sales Division under Philip R. Allen, who was then general sales manager.

Along with Mr. Allen and the late George R. Wyman, Mr. Bailey retired from active management in January 1935, becoming at that time vice president and consultant. He retained a position on the Board of Directors and on the Executive Committee until December, 1946.

Mr. and Mrs. Bailey had lived in Walpole for many years. They observed their 53rd wedding anniversary last year.

Funeral services were held at the Union Congregational Church, East Walpole, on Saturday, February 9. Burial was in Maple Grove Cemetery, Walpole.

He is survived by his wife, Louise (Howe) and a sister, Mrs. Samuel Spencer of Suffield, Connecticut.

Clemens Kaseter

CLEMENS KASETER, 16 St. Johns Avenue, Norwood, who celebrated his 40th anniversary with Bird & Son last April, died at the Norwood Hospital on February 8. He had been in poor health and unable to work for about a month.

Mr. Kaseter began his work with Bird & Son in the old Flower Pot Department at No. 2 Box Shop, April 22, 1916. He was on the Automatic Paster Machine at first but for many years had been a Blank Press operator. He moved with the department when it was transferred to the Finishing Mill in 1950.

His funeral was held February 11 with a solemn high mass of requiem at St. George's Lithuanian Church, Norwood. Burial was in Highland Cemetery.

He is survived by his wife, Mrs. Antoinetta (Pupalaigis) Kaseter, a son, Francis, and a daughter, Lillian.



WEDDING BELLS were about to ring as the girls in Billing, East Walpole, gathered to wish the bride, Mary DeLucchi, center (seated), the very best. In back are: Nancy Hartford, Eileen Geraghty, Antoinette Carlson, Harriet Sutherland, Marie Evans, Alice Wenstrom, Mary Bannon and Edythe McMullin. Gift was a lovely brass plaque set.



SHIRLEY BARBAGLIA leaves the office, East Walpole, with the best wishes of many friends. Shirley is being a housewife at home now. Standing around her desk are: Roger Anderson, Diane Dery, Mary Moore, John Carey, Mary Brown, Blanche Libertowicz, Faye Hitchman, Eleanora Murray, Mary Sexton, Gordon Smith, Dorothy Cronin, Eileen Geraghty, Mary Bannon, Helen Makarevich and Joanne Lukow. Gift was money and a bouquet arranged in a miniature pink cradle. Shirley is the wife of Bob Barbaglia of Advertising Display.



SEND-OFF for Eileen Pazniokas by friends in the Sales Promotion Department as she leaves to be a happy stay-at-home. From the left, you'll recognize: Leonard Niese, Lorraine Liddell, Ted Aber, Adeline McCarthy, George Stockman, Margaret Forrest, Frank Molinari and Hal Hillyard.

Milling Around

MAIN OFFICE

JULIA SMITH	JULIA LEWIS
SABINA COSTELLO	WILLIAM GRAZADO
LOUISA GRAHAM	MARY SEXTON
NATALIE LOCKE	PAT McDONALD
MILDRED SANBORN	RITA PETRONI
CAROLINE COGSWELL	AURORA SAVI

Rauha "Rae" Johnson is welcomed to Bird & Son. Mrs. Johnson, a pretty blonde, is the new voice you may have noticed on the switchboard.

On February 17, the East Walpole Library's open house exhibit included some pictures from the Review files of the library when it was upstairs in the Triangle Building — as late as the 20's — when the late Miss Annette Blaney presided over the bookish interests of both industry and the east part of town.

It's good to know that Bud Williams and family will still be living in Walpole, even though he has left for a new position in advertising and marketing with the Brigham ice cream people. A lot of people at Bird & Son are missing Bud, but all are wishing him the best in his new work.

Sympathy is extended to the Rafuses, Pauline (Box Sales), Hilda (Treasury Department) and Charles (Finishing Mill foreman) on the death of their mother early this month. Their father, who died not long ago, was a retired Bird employee.

Peg Corcoran received a letter of congratulation from a girl with whom she started work, following the publication of Peg's 25th anniversary picture in the Review last month. Gertrude Brady Hale of Compton, California, wrote to her, recalling their early days working together under Helena White, then in Stenographic. Gertrude, whose husband is in the oil business in Arabia, is planning to fly to Europe this summer to meet her husband and go on a vacation tour through Europe with him. She wrote that the children would be staying with Grandmother Brady in East Walpole.

Stanley Wasilauskas of the Cost Department "went and did it." He gave Theresa Parzych of Worcester a diamond on her birthday recently. They have no definite wedding plans, though it will be "soon," Stanley says.

Kenneth Foster has moved from the Floor Covering sales development group to be senior salesman in the Central Field. His territory is in Indiana and part of Ohio and Michigan. Ken was one of the spark plugs in the big Vinyl promotion shows last year.

Sympathy of all goes to Ralph Hall, manager of Shoe Cartons, on the death of his father in East Bridgewater.

Mary LaCivita is welcomed to the Cost Department.

Harold Bailey of this same department expects to leave soon for military service.



AT ANNE RUTLEDGE'S HOME TOWN and scene of Lincoln's early manhood, New Salem, Illinois. This is little Dolores "Dee" Delaney, daughter of John and Nora (Reardon) Delaney, of Dedham, Mass., who was on a summer vacation trip with her family, visiting historic places. Her dad works at Floor Covering and her mother is a former Bird employee too.

A number of transfers within the department have taken place recently, caused in part by Harold's leaving.

Louise Davis, Cost, who recently became the bride of Kenneth Polk, is now living in North Quincy. Louise expected to get another job nearer her new home. Before she left the girls took her to lunch and gave her a money shower, via watering can.

Cards were received from James Tintocalis, formerly of the Cost Department, and now living in California, when he was on a visit to Tijuana, Mexico.

E. R. Pulsifer caused a sensation hereabouts one day with a "delicacy," purported to be from S. S. Pierce's. It was his turn to bring in peanuts for between-meals nibbling in his department. When the can was opened, it was discovered his offering was fried grasshoppers. One or two brave souls were reported to have sampled same and lived.

Another Christmas diamond, which escaped our attention last month, was Constance Anderson's. Connie, who works in Floor Covering Sales, is engaged to Philippe Dumoulin.

Bob Barbaglia joined the Vinyl show when he drove with the boys on their trip to Memphis, Tennessee.

Ann Eklund spent the Christmas season with her sister and family in Los Angeles.

Mary DeLucchi was tendered a money shower at the East Side Club, Wrentham, with many Bird & Son girls attending.

Mary was married on January 26 to John Etchingham of Manhattan, New York.

We welcome Ruth Perdue and Dorothy Capachin to the office. Dorothy is a Walpole High student working part-time.

Mr. and Mrs. Page Bunker have recently announced the engagement of their daughter, Doris-Ann, to J. Arnold Shaw. They are planning an April wedding.

Thelma Hill recently received a lovely hope chest.

Dorothy Soderstrom is now making plans for her wedding, which will be in May. She is engaged to Cosmo Giangiordano, who comes from New Jersey.

Mary McCarthy has been quite ill in the hospital, but we are glad to report she is feeling better at this writing.

Lou Harriman, Roofing Sales, sends a card postmarked Lake Worth, Fla., with a picture of the West Palm Beach Country Club, and these words: "This is a fabulous place which is easy to take!"

PAPER MILL

THOMAS FLOOD	JAMES A. SCHULLER
EDWARD GERAGHTY	ELNA GOTTBURG
FRANK NYBORN	NELLIE COUGHLIN
EDWARD WISNIEWSKI	MILTON GARDNER
JOHN KALIS	JAMES BARNES

PRODUCTION AND POWER

We welcome Ed Powers to the Boiler Room. He is a first class fireman and hails from Norwood.

We also welcome two men who are coal crane operator helpers. They are Christian Pretto of Franklin and Francis Campisano from Norwood.

Richard Swenson, captain in the Air Force, formerly of the Paper Mill, wrote the Review recently giving a new address. He has been transferred from Westover to be a B-47 flight instructor at McConnell Air Force Base in Kansas. "As a little note of interest," he wrote, "it took me six days to drive out here, whereas I can now fly home in three hours."

We wish our chief steward, Charles Treacy, a speedy recovery from his accident.

Martin Flaherty considers himself lucky that his lost wallet was found. Finder was reported to be night supervisor Peter Glebus.

Congratulations to William Wall, Jr. and his bride, the former Geraldine Hale, on their recent wedding. Bill formerly worked in the Finishing Mill, now is in Stock Transfer in the Paper Mill.

Fiorino Felici spent part of his vacation skiing at Lake Placid.

We welcome Mrs. June Spingler to the Main Mill Laboratory.

Karl Larson recently passed out cigars. It was a boy, second son, fifth child.

FINISHING MILL

Our sympathy goes to Charles Rafuse, foreman, on the death of his mother.

Thanks to Angelo Delsignore for the cigars he was handing out, celebrating the birth of a son early this month. The baby's mother is the former Ruth Hanson of Payroll.

Sympathy is extended to the family of Clemens Kaseter, our fellow employee, on his recent death.

MAINTENANCE

Bob Hood and Bill McLauchlan (both retired) and their wives and Mrs. Knox, our Bob Knox's mother, are off to spend the rest of the winter in Florida. They drove down, Bob Hood driving, and didn't expect to come back until sometime in April.

John (Gary) Folan passed out the El Productos recently when his wife presented him with a new daughter, the third girl. He'll be qualified to write a book on *little women* soon. We would also like to wish John and his partner, Dick Walker, luck on their new venture in the candy business.

John (Dad) O'Leary is now a taxpayer in Walpole. Happy paper hanging and lawn trimming.

Our sympathy to Matt Naughton, foreman, who recently lost his brother.

If Frances Fulton of the office here was a little more interested in the Presidential Inaugural parade than some, it was because Cadet Fulton of the U. S. Coast Guard Academy, her son, was marching in the parade.

Carlton Raymond spent a winter vacation in Florida.

John (Flash) Glebus also took to the South. John and family spent a couple of weeks in Bermuda. We are looking for a picture of the real *Bermudie* shorts!

Franny Howe became a grandpa for the first time on January 21. Fran's son Skippy, as everyone knows him, is the proud dad.



FINE YOUNG FAMILY. These are Rocky Chiofar's children, two boys and two girls. Reading from the left, we have, Paul Ronald, 5 months, Rocky, Jr., 4, Rose Marie, 8, and Paula Marie, 9. Their dad works on No. 7 Machine at the Norwood Roofing Plant.

No. 1 Box Shop

JOHN P. WALSH ROBERT TAUBER
RAMONA CHICOINE MIRIAM HILL
 PATRICK SILVESTRI

On January 18, Mrs. Wyman presented Larry of Shipping with a bouncing boy, their sixth child.

Welcome to Bynum Vickory from the Combiners to FXF, Solid Fibre Cases.

Arthur Joyal's daughter was made Queen of the Johnson & Wales Business School at their annual Christmas banquet.

Our best wishes to Paul Foley of the Shipping Office, who was recently elected in Norwood to the post of constable.

We are glad to report that Mrs. Meyer, mother of Henry Meyer of the Shipping gang, is well on the road to recovery since her recent illness.

Anyone interested in bird feeders should get in touch with Ralph Farris of the Shipping Office. Samples of his feeders may be seen at Bowden's Hardware in Walpole.

Bill Murphy, Shipping foreman, was presented with a watch by supervisors and office staffs in honor of his 40th Bird & Son anniversary. Bill's years with the company were also recognized somewhat less formally, by his classmates in Human Relations, when he was presented with a box of chocolates.

Our best wishes for a speedy recovery to Wilmer Wiggin, who has been ill at his home on Common Street, Walpole.

The Shipping gang was pleased to hear from Henry Johnson. Henry formerly

Correction

Apologies to Michael J. Flaherty, who retired from No. 1 Box Shop last month, for listing his address incorrectly. Mr. Flaherty lives at 230 Lenox Street, Norwood.

worked in this department and now is making his home in Tampa, Florida.

A friendly welcome to Daniel H. Scanlon on his transfer from FXC, the Combiners, to Shipping.

No. 2 Box Shop

JOSEPH SMELSTOR, JR. ANNE KELTER
A. D. SMITH CATHERINE BRADY

Edward O'Donnell of Shoe Cartons gave his girl a nice diamond during the Christmas holidays. The lucky girl is Aurora Savi of the Office.

We extend our sympathy to Jack Mitchell, whose father passed away recently.

Our best wishes to Byard Bennett, who has been out following an accident involving him and his car. He was hurt trying to bring his car to a stop when the car rolled out of his garage.

It's never too early to get your order in for one of Joe Butler's special-special Christmas wreaths. He made one again this season and hung it in the FX-2 Office, where it didn't last long, as usual. Joe's wreaths are made out of candy.

Edward Scanlon, retired, dropped in to say hello. He looks healthier and has more pep than ever. We all enjoy Ed's visits.

Bernard Pelinski couldn't start his car after work during one of our bad snowstorms. He had to "bum" home to Woonsocket. He arrived home four hours later covered with snow and half frozen since few people seemed inclined to give him a ride. Now he's a soft touch for anyone looking for a ride.

Amos Dixon's son Donald is back at the University of Massachusetts at Amherst to resume his studies after two years in the service. Donald, since the service, had been working at Floor Covering.



TWO PRETTY MISSES rooting for Walpole are Priscilla, left, and Judith, daughters of Anne Kelter of No. 2 Box Shop. Priscilla is a Walpole Senior High cheer leader, and Judith is a cheer leader for the Junior High. Anne has another older daughter and a son.



BEST OF LUCK, Ed. This is one of two farewell parties given Ed Hiller, office and planning head at the Norwood Roofing Plant, on his leaving the company last month to move to Florida.

Standing at the right is Ed, receiving gifts (a beautiful set of camera equipment) being presented by Superintendent W. R. "Bill" Wright, Jr. Seated are Fred Turco, Pauline Zabrowski, Mrs. Hiller,

John Hutchins and E. L. Chamberlain.

NORWOOD ROOFING PLANT

ARTHUR McKENNA JULIUS AUKSTOLIS
RUTH PHELAN JOHN FOLAN
RICHARD CARBERRY FRANCIS WALL
JOSEPH NEVINS MICHAEL MEOMARTINO
MARY DRISCOLL

Sympathy is extended to Herbert Davis on the death of his brother Arthur.

During the heavy snow in January, Ernie Zitke found a pigeon in his yard in Brockton. Its feet were tangled in string and it was unable to fly. Ernie rescued it and brought it in to Louis Silvestri, pigeon fancier, who looked it over and pronounced it an Oriental Frill. Louie in turn took it home for his nephew, who has a few pigeons for pets.

Charlie Peters, Crushing Plant (FBW) truck driver, is home from the hospital recovering from a fractured rib resulting from a fall on icy stairs. We hope to see him back soon.

Best of luck to Mr. and Mrs. Tony Campisano, who have moved into their nice new home on Fourth Street, Norwood. Tony is machine tender at FBW.



JIM MARONEY, one of the real old timers of the Main Mill at East Walpole, right, does a strong-arm act with a chunk of concrete as these members of the Yard Crew stand by a truck in the lower mill yard. Mike Cronin, another old timer, is at the other side, with William Madusky at far left. Arthur Chamberlain of the Paper Mill was camera man.

Ed Mingels was the hero! No kidding, when the awning suddenly caught fire outside the Credit Union one afternoon, Ed, who was just coming around the corner, rushed inside, grabbed a couple of fire extinguishers, warned the office people, and ran back outside and put the fire out. The awning burned up and the window frame was charred, but otherwise the fire didn't have a chance to do any damage.

Cafe Changes at Norwood Plants

ON February 18, the Randolph Town House, Inc. took over the management of the cafeterias at the Norwood Floor Covering and Roofing Plants.

The Randolph Town House has been in operation about 12 years. It also operates the Beacon Hill Kitchens, Boston; the Sunrise Diner, South Boston; and Jerry and Edith's Diner in Buzzards Bay.

FLOOR COVERING PLANT

WILLIAM MELISH
GEORGE GROVER
CHARLES COBB
THOMAS BLUNDELL
NAZARENO LORI
PHILIP MUEHLBERGER

GEORGE SHACKLEY
DOROTHY HAWES
FRANK SHUMSKI
JOSEPH WALL
JOSEPH RADZEVICH
WILLARD JONAH

Two of our Lino gel men are still on the sick list. They are Vinny Bilotta and Joe Campisano.

Bernard DeSavage, Jr., son of Bernard and Helen, both of whom work here, was prominent in an Archdiocesan Catholic Youth Congress in Boston last month. Bernard, who has been active in church

youth work, was chairman of the cotillion at the congress and was a panel discussion leader. He worked at Roofing last summer and has taken part in Neponset Choral Society productions. His mother says his major consideration right now, however, is college. He is a sophomore majoring in physics at Boston College.

Henry Houghton would like to thank all the people who gave television and radio sets to the children at the Wrentham State School. Two TV sets and 12 radios were collected.

Dick Whitehead, who worked on the Print Machines before his Navy duty, is now working at the Bird plant in Phillipsdale.

* * *

Death Blow to Spain Her Entire Fleet Destroyed in a Bold Dash Out of Santiago Harbor

This is the headline in the *Brockton Times*, of July 5, 1898, which William Riley, Shipping, found in his attic and sent along to the Review. The paper is pretty yellowed and crumbles at the folds, but what fascinating reading! For example:

Advt. Howard & Caldwell, Blue Serge Suits, "Our \$8.00 Suit is Good; Our \$10.00 Suit is Better; Our \$15.00 Suit the Best."

Advt. Ladies' Shirt Waist Sets, 25¢, 50¢, 75¢, \$1.00.

Also there is an advertisement for the steamer *Portland*, which went down later that fall off Massachusetts Bay with 157 lives lost and scarcely a trace of wreckage.

The news in this paper about the Spanish-American War seems very strange — strange to read in what was once a living newspaper the things many of us have never heard of outside of schoolbooks.

The Review is indebted to William Riley for this interesting bit of history, and to Dick Ellis, who dropped it off at the office. Bill worked for the *Brockton Times* years ago, but not as far back as the date on the paper!

* * *



PALMA "PAM" DeGRAZIA and friends on her last day at work (Box Sales) before leaving for full-time household duties. Gathered 'round to show her how much everyone is going to miss her are: Nancy Simonelli, Eleanor Morse, Anne Kelliher, Carolyn Mara, Rennie Grover, Dorothy Legaski, Dorothy Gahagan, Mary Allen, Ann Smith, Gilda Savasta, Mildred Sanborn, Hilda Wallace, Pauline Rafuse and Anne Walukevich.

A tabulation of Floor Covering supervisors made recently listed 19 of them with over 25 years of service. Their total years at Bird & Son add up to 587 years, more than half a millennium!

Thomas Rogers is still out but is now well on the mend from his serious operation.

We are glad to see Patsy Sansone back after a bout with the flu.

We wish good luck to Phil Muehlberger and Charlie Bochanoviz as they retire from Bird. We hear Phil is spending some time in Florida.

We welcome Ralph Hildreth as assistant foreman to the Print Machines and bid adieu to Art Bent, as he goes to FFG (the Linoleum Dept.).

Vincent Wiczorek of the Undercoat Department found and returned a wallet this winter. In recognition of this honest deed we hope to have Vincent's picture in the Review by next month and give you a more complete story.

Early one morning not long ago, Peg Allen came in to work wearing a diamond on her third finger, left hand. The lucky guy is Arthur Keenan from Hopkinton. Arthur is in the building business.

Frank Nyborn, Jr., of the Lab has been out ice fishing again this winter, even when it was below zero last month. B-r-r.

Rita Connolly of Quality Control was one of the few motorists who had no trouble starting her car during the 15 to 20 below zero weather of January. She was kept busy taxiing her frozen-up friends back and forth.

Walter Tomilson has left the Lino Department to work elsewhere. We'll miss him.

We wish a speedy get well to our Lino office clerk, Alfred Kent, who is recuperating at home after an operation on his ankle. Russell Wallace of Sharon is filling Al's shoes until he gets back.

Broney Slauzis has resigned from the Undercoat Department to accept a job at the Foxboro Co.

William Cormier spent the last week of December visiting in Maine.

Donald Dixon has left the Undercoat Department to return to the University of Massachusetts.

At a turkey roll-off of Floor Covering salaried help, Rita Connolly and Sam Piraino won turkeys, Bob Bowler bowled a winning second prize and Jeannette Coolidge took home a prize for "low man on the totem pole."

W. J. Hill News

Harry C. "Happy" Hale's daughter Geraldine was married February 3 to William Wall, who works for Bird at East Walpole. The reception was held at the Lord Fox and the couple took a wedding trip to Washington and Norfolk. Happy, who had been laid up with a broken ankle, said before the festivities that he expected to be able to attend. Geraldine is a supervisor for the Telephone Co. at Walpole.

We have recently acquired three new tractors.

Berry Refining Co. Gary, Indiana

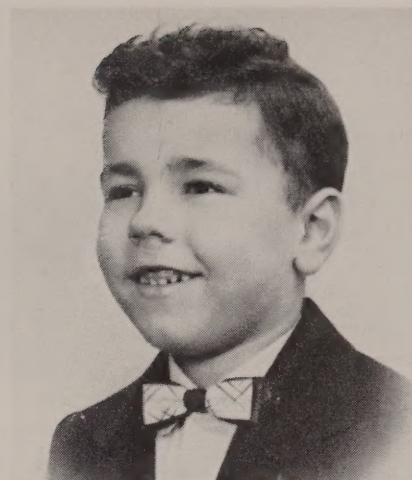
WILLIAM J. "PATTY" SMOLINSKI,
Reporter

We are happy to see Ray Gordon back on the job after his accident. We're also glad to see him driving his new car.

Congratulations to the following new parents: Brian and Mrs. Blair, for a new son; Mr. and Mrs. Leonard Martin, a little girl; the George Neelys, a boy; and Jack Wells and wife, for another little girl.

We are happy to announce the appointment of W. G. "Bill" Ware to assistant to the superintendent of operations. He was an operator on the Crude Unit. Already working in this capacity under Plant Superintendent Francis Farmer are O. C. Bennett and Robert Swisher.

As we grow, we find there are a number of new faces around the plant here at the Berry Refining Company.



NICE SMILE above that bow tie should go a long way for young (six years old) Joseph Paul Nevins. His proud dad is Joseph Nevins, who works on No. 7 Machine at the Norwood Roofing Plant.

Births

To the Alonzo Blais', a daughter Laura Jean, December 21. (No. 2 Box Shop)

To the Harvey Bighams, a son, Terrance Joseph, January 3. (Norwood Roofing)

To the Frank B. Ross, Jr., a son, Robert Webster, January 8. (Roofing Sales)

To the John J. Folans, a daughter, Janice Mary, January 10. (E. W. Maintenance)

To the Gordon Websters, a daughter, Sharon Jean, January 11. (Main Office)

To the John Tameos, a daughter, Robin Marie, January 14. (Phillipsdale)

To the Alfred Carvalhos, a daughter, Cheryl Ann, January 15. (Phillipsdale)

To the Lawrence P. Wymans, a son, Mark Allen, January 18. (No. 1 Box Shop)

To the Angelo Medicis, a daughter, Sharon Ann, January 19. (Phillipsdale)

To the Edward A. Stasis', a son, Paul Anthony, January 19. (E. W. Power Plant)

To the David Bethel, Jr., a daughter, Gail Ann, January 21. (Phillipsdale)

To the Albert L. Westhaver, Jr., a daughter, Sheryl Lynn, January 21. (E. W. Power Plant)

To the Karl Larsons, a son, David Karl, January 31. (Paper Mill)

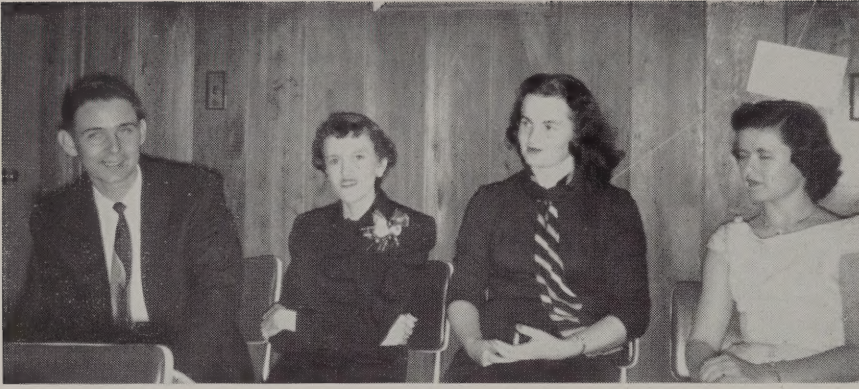
To the Angelo Delsignores, a son, February 8. (Finishing Mill)

Marriages

John B. Etchingham, Jr., and Mary DeLucchi (Main Office), on January 26, at St. Mary's Church, Franklin.

Janes Cleaves and Shirley Buck (Main Office) on January 26, at the First Congregational Church, Norwood.

William F. Wall, Jr. (Paper Mill) and Geraldine Hale on February 3, at St. Catherine's Church, Norwood.



HAPPY PARTY GOERS are Ray Marston, Mary Jo Aldridge, Loraine Hill, and Elaine Baker. It was especially nice to have Mary Jo there as she had been out ill for some time this past fall.

Charleston's Christmas Party

happily recorded by
photographer Bill Price



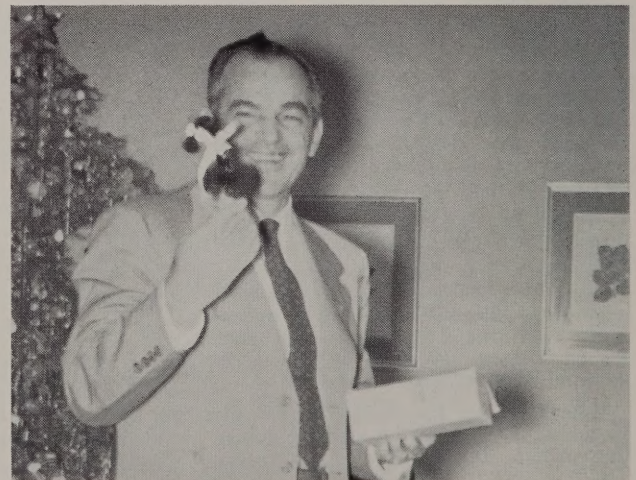
BILL WILSON'S surprise is a toy gun with holster. Stan Phillips looks over his shoulder. Latter was party's M.C.



J. H. VAN HOY (right) and Fred Nolte enjoy themselves before the party gets under way at the Holiday Inn.



RAY MARSTON looks real tickled about something!



ERNEST ZINKOWSKI shows off his ballerina doll.

CHARLESTON ROOFING PLANT

STAFF: RAY MARSTON, KERMIT MANN, MICHAEL GALASSO, JAMES ROBINSON, LAWRENCE MARTIN, ELAINE BAKER, JOHN WYNDHAM, ARTHUR WISE, WILLIAM K. PRICE, Photographer



THEY SELL THE SOUTHEAST. These are the Bird Building Materials salesmen who work out of Charleston. From the left, seated, are: G. L. Pulley (who has just retired), F. G. Caldwell, R. C. Rudisill,

H. M. Myers, Jr., B. L. Sears, W. B. Harris and G. A. Sayres.

Standing, same order: E. F. Smith, G. E. Stine, A. G. Marsh, J. B. Blanford, W. N. Hackney, J. L. Nelson, R. S. Whitney, A. K. Powers and J. E. Saunders.

Charleston Chatter

Did you happen to see Gloria Patterson sporting a 1956 Buick? Some people are lucky.

Gene Woodberry is also driving another car, a 1955 Studebaker station wagon.

Birthday wishes went to Shirley Woods. Everyone helped her celebrate it with a birthday cake.

We were very happy to have Mary Jo Aldridge as a visitor. She has been away due to illness.

Something unusual seen lately is Bill Price, Ray Marston, Floyd Billings and Charlie McDonald seriously thinking on their lunch hour. And what are they doing? Playing cribbage.

Did you happen to see Raymond Reynolds, FKC, with a proud smile? He has a new red vehicle. (Bicycle, that is). Now riding to work will be much easier.

According to a clipping from the *News and Courier* of January 16, two members of the Bird Family are newly elected officers of the West Oak Forest Civic Club. Ray Marston, office manager, was elected presi-

dent, and Mrs. William Price, wife of Chief Chemist Bill Price, was elected secretary. Club projects for the year include establishing additional recreation facilities and beautifying the community.



G. LEE PULLEY, retiring Charleston salesman, left, was honored by his associates and presented a gift as a token of their esteem. Bernie Blanford makes the presentation here.

Acknowledgments

To thank you for your kindness and sympathy at a time when it was deeply appreciated.

Carl Edman and Family

We thank you for your remembrance and thoughtfulness during our recent bereavement.

Mrs. Joseph Waselunas
Mrs. B. Abramowski

Gratefully acknowledging and thanking you for your kind expression of sympathy.
Zabrowsky Family

We thank you sincerely for your kind expression of sympathy. It was deeply appreciated.

Mr. and Mrs. John Mitchell

Your kindness and sympathy at this time are more deeply appreciated than any word of thanks can ever express.

Frank Krueger and Family
(Chicago)

In grateful acknowledgment of the beautiful flowers and the kind sympathy which they expressed.

Mrs. Katherine Naughton

Thank you sincerely for your kind expression of sympathy. It was deeply appreciated and is gratefully acknowledged.

John E. O'Donnell and Family

PHILLIPSDALE FELT MILL AND INSUL BOARD PLANT

MANUEL OLIVER
ARTHUR TRUDELL

DAVID S. LOWRY
ALLEN PERKINS

LESLIE E. HOWARD
RAYMOND NOLAN

Around the Plant

Mr. and Mrs. Manuel Alexander celebrated their 40th wedding anniversary Sunday, January 13. A surprise party was held at their son Raymond's house. There was a large gathering of relatives and friends. Their daughter Mary and son Raymond arranged the surprise party. Mr. and Mrs. Alexander received several nice gifts and a large cake decorated with candles. Manuel works in the Shipping Room.

There are four new babies, all girls, to report this time. See Births.

Three of our men have been spending some time in Florida. Matt Pino and the Mrs. left for Florida January 2. Mike Pella and his family spent part of December and part of January in Florida; and Mr. and Mrs. Joseph Wynne left February 4 for a month's stay there. Along this time of year, we think that going to Florida is a pretty good idea.

We were glad to see Arthur Turner back after his injury and hope by the time this Review comes out that Joe Fisher will also be back.

We were glad to have a visit from Lester Turner recently. While he isn't ready to come back yet, he is very happy about being out of the hospital.

We are glad to welcome two new men who have transferred here from East Walpole. Girard Eno and Dick Whitehead are working with us now in the Cutter Room. We hope they enjoy working with us.

Our sympathy is with the family of Joseph Moniz. His father died in East Providence, January 27.

25 Serve Departments On Safety Committees For First Six Months

THE new Phillipsdale Safety Committee for the first six months of 1957 is as follows:

DPHT-C
* Arthur Hipolito
Frank Zab

DPB-P-L
John Aparicio
Manuel Corry
Oresto Conti
Robert Woods
Joseph Braga

DPR-E
John Conley
Manuel Paiva
Manuel Silva

DPM
Joseph Marrier
Hjalmar Hyrske
Ray Chappell

DPV
Henrique Lourenco
Angelo Medici

DPX
Joao Gomes
Manuel Goulart
Antone Amaral

DPI
John Tameo
Antone Hipolito

DPIF
John Soito, Jr.
Joseph Tremblay

Insp.
Serafim Moreira
Allen Perkins
William Dickie

* Also a member of Phillipsdale Central Committee.

Free X-Rays, March 25

The Chestmobile will be at the Phillipsdale Plant on March 25 to take X-rays of everyone who would like to have them taken. The hours are 10 A.M. to 5 P.M.



CHRISTMAS PARTY for the children was given by the men of the union at Floor Covering, as is their happy custom. With their young guests here are George Grover, George Shackley and Santa, played by Bill Barrett. About 350 youngsters kept the men mighty busy.

Floor Covering Flashes



THE GIRLS from Floor Covering had a Christmas party after their regular bowling session during the Yule season at Beverly Ferran's home. Front row, left to right: Carol Hunt, Gail Randall, Bev Ferran, Marylee Gibadlo and Dotty Hawes. In back, Rita Connolly, Edith Libby, Helen DeSavage and Kay Adams.

CHICAGO ROOFING PLANT

STAFF: ROBERT W. MACLEOD, ROSE FOX, VIRGINIA O'BRIEN, JOSEPH BLACKMAN, MARTIN PEARCE

Chit Chat

Leonard Miller has been promoted to foreman of the Shipping Department. Congratulations to Lenny, and best of luck in his new job.

Ernest Jacobs spent his vacation visiting his aunt in Kansas City, Missouri.

Jimmy Stanek spent his vacation in Miami, Florida, reporting he had a wonderful time. Jimmy came back with a beautiful suntan except for his nose which was a cherry red.

Tony Soltan, Sample Dept. took a day off to have his car winterized and at the same time he winterized himself. How? He visited the doctor for a check-up and found himself in better condition than his car. Tony says, "Nothing like killing two birds with one stone."

Harry Jansen, foreman on No. 6 Machine, has been on the sick list. He was in Michigan convalescing after an operation.

Nick Tomei, our Union president, was on the sick list for two weeks with the flu. Glad to see him back.

We have a new addition to the Bird Family — William O'Hallerhan, inspector on No. 6 Machine. Welcome to Mr. O'Hallerhan.

Joe Catellier, one of our retired engineers, is now enjoying his retirement with his wife in Florida.

Another automobile is added to the Bird car family, this time it's a Dodge. Roswell Dodge of the Compound Dept. is the happy owner of the two-tone gray Dodge. Roswell says, "Nothing like keeping up the name — Dodge 'Dodge'."

We extend our sympathy to Allan and Arlene Murgatroyd on the recent loss of her father.

We wish to extend a hearty welcome to



CHICAGO OFFICE says good luck to Rita Nealon, seated, as she leaves to be a full-time housewife. With Rita are, from left: Mary Sheeran, Della Lyndon, Virginia O'Brien, Marge Hoey, Margie Mulhall, Al Cook, Bob MacLeod, Rose Gorman, John Hickey and Kay Lau.

Vince Modica, Bill Werren, and Ken Somers, new additions to our Sales Department.

We also welcome Loretta Wagner to our Office force. Loretta is another close neighbor living only two short blocks from the office.

We welcome Peter Cermak, a new assistant foreman in the Shipping Department.

Gresh Brebach was privileged to attend the Shreveport Sales Meet-Up as a reward for winning a sales contest, "My Most Important Sale of 1956." Tom Downey, also a winner in this contest went to the East Walpole Meet-Up. Both reported excellent trips and enjoyed seeing other parts of the country.

"Buxom, bold-eyed Dinah Washington came back home to Chicago's South Side a few weeks ago with a sassy new hair-do and a reputation to match. As a blues

singer, she had conquered all before her, winning the title of Queen of the Juke Boxes. Now, after 14 years in the Triple A League, she is back as a major league supper club attraction and the new darling of the Hi-Fidelity record set."

So states *Ebony Magazine* in a five-page feature article on this popular singer who started out life as Ruth Jones, daughter of Ollie Jones, utility man at Bird & Son, Chicago Plant. She sings ballads, rock 'n roll and red hot numbers with equal ease. Needless to say, Ollie is proud of her success which has made her known from coast to coast both in night clubs and on records.

Joseph Blackman has just completed his first movie. He played three parts — writer, director and actor. Joe, who has a new camera, has been having fun taking home movies and manages to get into all three roles.

Understanding Our Modern World

The *how* of Atomic Energy

To build a satisfactory fire, man needs three things.

He needs a fuel. This can be firewood, coal, oil or any of many things that burn.

He needs a fireplace or some similar arrangement. The fireplace keeps the fire from spreading. It lets man use the heat of the fire the way he wants to use it.

He needs a convenient way of starting the fire. Some fuels can be started with a single spark. Others require kindling.

To get heat from the atom, man needs the same three things.

He needs a fuel. In atomic language this is called a fissionable material.

He needs a fireplace. In the world of atomics this is called a reactor.

He needs a way of starting the fission. The atomic "match" is called a trigger.

— Consolidated Edison Company
of New York, Inc.

SHREVEPORT ROOFING AND FELT MILLS

STAFF: LUCILLE BURROW, D. L. OLIVER, JR., WILLIE L. SMITH, FRANK MARKHAM, ANNE EDDY, J. K. COLVIN, JOHN E. EVANS, JR., RICHARD POTTER, Photographer



RETIRING SHREVEPORT TRAFFIC MANAGER A. W. Miller was given a party in his honor in December. Here at the head table are, from left: J. K. Colvin, K. A. Loe, F. H. May, O. N. Sherburne, J. A. Shelley, general traffic manager, who came on from East Walpole, J. D.

Johnston, Mr. Miller, L. L. Williams, R. F. Jenkins and W. D. Blue. Mr. Miller had been with Bird & Son since the Shreveport Plant opened in 1937. On a recent visit to the plant, Mr. Miller said he was busier than ever now.

Shreveport Speaks

Today (week of January 13) was the coldest day of the season; down to 16, and this was the day Claude Ragsdale's hot water tank went on the blink.

Sonny Scott is glad to have his wife back from the hospital. Sonny had to keep house from December 7 until December 20.

We extend our deepest sympathy to Claudie Neel whose brother passed away recently.

Richard Steward has built a new 6-room house on the corner of Hazel Street and Cooper Road. Richard hasn't made up his mind whether he will live in the country (Houghton, La.) or live in town, and rent his other house.

The duck season is over but the rumors linger on. Three of our boys, Phil Leon, Phil Johnson and John Evans, went down to Catahoula and the old duck they shot at and missed was one that the hunters in the next blind had winged. After missing this "lame duck" twice, John chased him down afoot and wrung his neck.

Jerry Sayres, Jr. was telling us about a run-in he had with a neighbor's dog. Jerry thought the dog showed little sportsmanship. After Jerry gave up the fight and ran, the dog bit him in the seat of the pants. In addition to learning "a dog is not necessarily man's best friend," we found out that in the State of Tennessee a dog has to bite two different persons before you can declare him vicious.

We don't usually write about an ex-employee, but when it concerns Elvis Pres-

ley, it's always news. Elvis was guest artist on a recent Louisiana Hayride Program giving a benefit performance for the local YMCA. When he was supposed to leave the hotel for the Youth Building, in order to avoid the crowd, Robert Catts (who is now a policeman but a recent member of the Shreveport Shipping Department) was dressed as Elvis and rushed, with police escort, out to the show while Elvis slipped in the building at a back entrance. Now Robert is heckled by his many friends at Bird requesting his "autograph" or to sing "Love Me Tender."

William Winkler has abandoned his water well project until spring. He reports a 12-foot water head at 44 feet but is afraid this venture will be a nearly dry hole.

Vivian Wilson was counting the days now until Tommy, her son, would be released from service. Tommy was to be out the end of January.

Mr. and Mrs. B. P. Soward spent their vacation in Chicago and enjoyed the Christmas Holidays with their families there.

Shortly before Christmas, Phil Johnson spent a morning fishing on Cross Lake. When he returned to the landing he made the unfortunate discovery that he had lost his wallet overboard somewhere in the lake. Just the loss of credentials was bad enough, but to make matters worse, he had planned to go Christmas shopping after the fishing trip and was carrying a goodly sum of money at the time. The most amazing



EXTRA at the annual sales meeting at Shreveport was a tour of Shreveport and Barksdale Air Force Base by a group of salesmen from other divisions. Here they are inspecting a B47 jet bomber. Tour was arranged by L. L. Williams, retired division manager, and the city's Chamber of Commerce.

From left: T/Sgt. E. R. Menius, G. T. Brebach and A. M. Dobbins of Chicago, J. D. Lantier, East Walpole division, R. N. Eisenbeis and J. D. Williams, both Chicago, and R. N. Potter, Shreveport. (Official Air Force Photo)

Correction

Retiring traffic manager, Arthur W. Miller, was given an incorrect service date in the January Review. The date should read: "From June 10, 1937 . . ." Mr. Miller was hired as one of the original employees on the opening of the plant at Shreveport on June 10, 1937. The Review regrets that this error was made.

BIRD CLUB

Cribbage

The fourth cribbage party of this season was held on Thursday, January 17, with 16 players present. First prize was won by Edward Keefe, Roofing Yard Crew, and second by William Farris. John Flynn and R. Early won the customary baskets of fruit.

Men's Bowling

Standings of the first six teams at the end of the fifth week of the second half were:

EM	18	2
DF	17	3
FBV	13	3
FBM	16	4
FX-2	11	5
FFH	12	8

Shreveport Speaks

(Continued)

part of the story is that about two weeks later, shortly after Christmas, Phil had a phone call from Jerry Smith's landing telling him that a young man had found his wallet about 200 yards from the landing where it had washed up on the bank. Better still, all money and credentials were intact. If you don't believe there is a Santa Claus, just ask Phil.

Bill Kirklin, Laboratory, spent three weeks "down at momma's house." His wife was in Baton Rouge for a three weeks' training course and during this time Bill had moved in with his parents. Apparently his folks were glad to have him and fed him well because he certainly did not lose any weight.

Skeet Williamson Is Dead

OLD timers will recall S. E. "Skeet" Williamson, salesman of Bird Roofing years ago. Word has reached us that he died last December, just before Christmas. He was then living in Collins, Mississippi. Mrs. Williamson survives him.

"Although he left Bird & Son a number of years ago," remarked Vice President E. L. Chamberlain, "there are still some of us around who remember what a thoroughly delightful guy he was and are saddened to know that he is gone."

Skeet worked for Bird out of Chicago, although his territory was in Tennessee. His boss was Austin B. Kilham, who was sales manager of the old Southern Division.

There was no change in high single and the high three string records. Nick Bader still held both with a 165 and a 384.

Top bowlers (100 or better average) are listed here:

Name	Team	Average
A. LaSalvia	DF	107.2
J. Woloshyn	FFH	106.2
M. Bader	EM	105.6
E. Higgins	FFR	105.1
J. Aukstolis	FBM	104.2
F. Turco	FBM	102.3
R. Anderson	A	100.9
J. Purpura	FBV	100.9
P. Didick	FBM	100.6

To Washington for \$50

Plans are going ahead for the gala Easter week-end trip, April 18-21, to Washington at the special Bird Club price of only \$50.

Those in any of the eastern Bird locations who are interested should contact Andy Center at FXF (No. 1 Box Shop), Florence MacDonald at Floor Covering Sales at the Main Office, or Mary McDonagh, at the Credit Union, East Walpole.

Musical Notes

The Neponset Choral Society is now involved in a tale of intrigue centering around the Tower of London in Queen Elizabeth's time back before the Pilgrims came over. This is the spring show, "Yeomen of the Guard," by Gilbert and Sullivan, now in rehearsals.

FM listeners had a chance to hear a tape recording of their presentation of Haydn's "Creation" on Sunday, February 3. Radio station WCRB again

this year recorded the December concert and then broadcast it as one of their Choruses of New England series.

Veterans Shows

Next show is scheduled for February 20 at the West Roxbury VA Hospital. The Brockton show for January was cancelled because of severe weather, but may be given later in the spring. Chairman Pat McDonald says her group will entertain at the U. S. Public Health Service Hospital in Brighton on March 12.

Special Activities

This committee, under Moe Bader, offered special rate tickets for the February 14 performance of the Ice Follies of 1957. A number of employees took advantage of this Bird Club special for this popular Boston Garden feature.

Tri-Mill Sports

At the February meeting of the Tri-Mill Sports Club, our good friend Heinie Nordstrom (Mr. Cribbage), was elected to honorary membership. Heinie retired in December.

This meeting was held on the 12th in the East Walpole Brigade Room. At this time it was decided to hold our annual meeting on March 9 at the Ten Pin Inn, Walpole. Aldo Bertoni and Tony Lasky are making the arrangements.

After the usual bull session on hunting and fishing, we settled down to an evening of pitch. First three prize winners were Charles Zabrowsky, 1st; Bill Mark, 2nd; and Leon Schensnol, 3rd prize.



BRIDE-TO-BE Louise Davis, Main Office Accounting, was presented with a lovely lamp, flowers and candy from her office friends. In the picture standing are, from left: Lester Ekman, Nancy Knox, Julia Smith with George Johnson in back, Al Hargreaves, Marion Tolman, Alice Hennessey, Alice Caron and Gordon Webster. Beside Louise, seated are: May Harper, Eleanor Shea and Margaret Delaney.



BIRD NEPONSET **REVIEW**

MARCH 1957



Vol. 45 No. 3

Annual Report Issue

In This Issue

BIRD NEPONSET REVIEW

Vol. 45 No. 3

March 1957

Published for the employees of Bird & Son, inc., and the Berry Companies to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.

Bird Plants: East Walpole and Norwood, Mass., Phillipsdale, R. I., Chicago, Ill., Shreveport, La., Glenwood, Ark., Charleston, S. C., Lewiston, Me., Manchester, N. H., and New Britain, Conn.

Berry Refining Co.: Office and Refinery, Gary, Ind.

Berry Asphalt Co. of Arkansas: Office: Magnolia, Ark. Plants: Waterloo, Stephens, Ark., and Memphis, Tenn.

EDGAR M. GROUT Editor

ELEANOR M. GARLAND Assistant Editor

KENNETH W. PIERCE Photographer

ADVISORY BOARD

JOHN J. MURPHY MARY MCCARTHY

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On the Cover

East Walpole Paper Mill, the frozen Neponset River and steam rising as we look up river make a striking and beautiful picture which the Review photographer got one bitter winter day in '56 from the roof of the Power Plant.

Those two black dots in the river are barrels which anyone will tell you have always, from time immemorial, marked the line below which it's not safe for the kids to skate.

At the right of the picture, up at the top of that bank, the new Main Office building is even now being built.

SHE SAW IT THIS MORNING ON THE GARRY MOORE SHOW!

-AND NOW SHE'S SOLD ON NEW BIRD VINYL!

BUS STOP

BIRD FRANCHISED DEALER

BIRD VINYL

FRANCHISED DEALERS FOR NEW BIRD VINYL ARE CASHING IN ON BIRD'S POWERFUL TV CAMPAIGN WITH GARRY MOORE... SEE BIRD VINYL ON GARRY MOORE SHOW ALTERNATE MONDAYS AT 10:15, EST, STARTING FEB. 11 TH ON CBS.

CARTOON ADVERTISEMENT which appeared in two Floor Covering trade publications and on an advertising mailing piece to Bird Floor Covering dealers and distributors.

Annual Report

Bird & Son, inc. Operations

NINETEEN FIFTY-SIX was a year in which costs continued to mount, competition intensified and net sales and earnings of Bird & Son, inc. declined from the year 1955. You will find the results in the figures reported below.

These figures are for the Bird & Son, inc. operations only. At the end of 1955, the Berry Asphalt Company was split into two organizations, the Berry Asphalt Company of Arkansas and the Gary operation, now known as the Berry Refining Company. This financial report no longer includes these companies.

Sales and Earnings

Net sales were \$49,967,110. Net earnings (profit) from operations of Bird & Son, inc. (excluding interest and dividends received from our subsidiary and affiliated companies) were \$1,557,760.

Wages and Salaries

Wages and salaries paid to Bird & Son, inc. workers were \$14,966,211 compared with \$14,907,569 paid in 1955.

Employee Benefits

This figure shows a considerable increase over 1955, more than \$100,000, in fact. In 1956, \$2,183,527 was paid for benefits such as vacations, holiday pay, group insurance and social security taxes. Included here also is the sum of \$690,000 for the Retirement Trust to provide future retirement benefits.

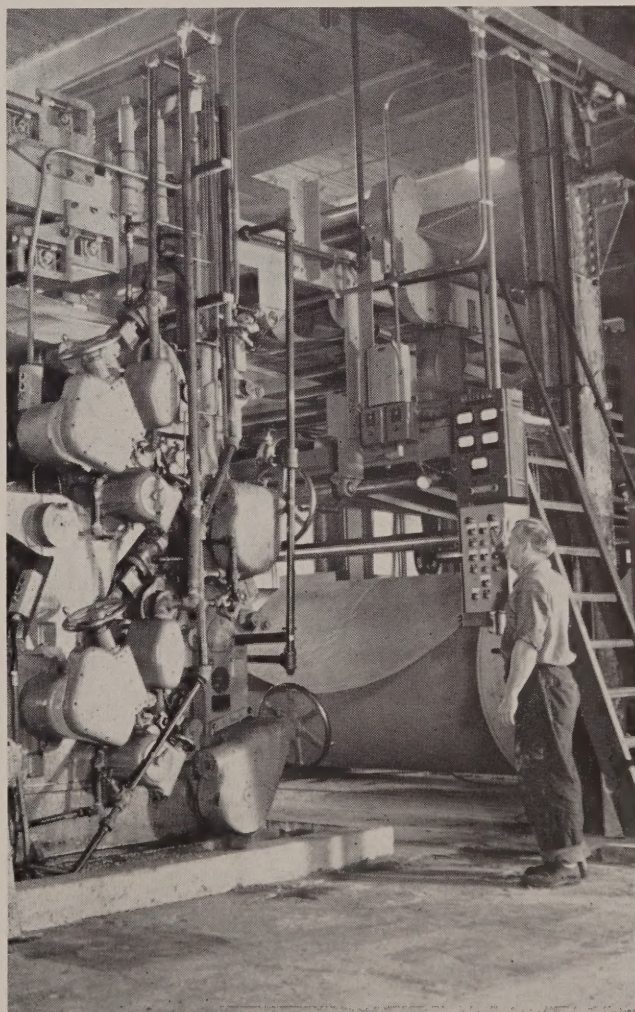
Raw Materials

Since we are still in an era of rising costs, raw materials and supplies went up again in 1956 — \$26,096,883, compared with \$25,779,403 in 1955.

As a matter of record, there has been a steady climb in costs of raw materials and supplies for the past five years.

Taxes

State and local taxes were \$561,270, compared with \$637,367 in 1955. Federal income taxes came to \$1,540,000 in 1956. The year before they were



YEAR'S BIGGEST installation at East Walpole was the new Corrugator for No. 1 Box Shop, installed in record-breaking time last summer. At the controls is Bennie Palleiko.

Annual Report . . .

\$2,050,000. The reduction in taxes reflects the lower earnings in 1956.

Plant Improvements

Improvements to Bird & Son, inc. property and equipment during the last year included:

- New Corrugator at No. 1 Box Shop
- New Mercury Blanker at No. 2 Box Shop
- New Four-Color Unit completed for BIRD Vinyl Floor Coverings at Norwood
- Several Machine Improvements at Norwood Roofing Plant
- New Granule Handling System at Shreveport
- New Primary Rock Crusher at Glenwood
- New Finished Goods Warehouse at Chicago
- New Dry Felt Warehouse at Chicago

Total Cost = \$2,417,420

Long-Term Debt

Repayments on the loans including money borrowed in earlier years for such programs as the new Charleston Plant, are continuing at a figure in excess of half a million dollars a year. The payments in 1956 were \$560,000. There is still a balance of \$5,414,000 due on these loans.

Stockholder Payments

Dividends of \$1.25 per share were paid on common stock, which is the same rate as in 1955. There are now 3,045 common stockholders; the total for the first time has passed the 3,000 mark. Dividend payments to all stockholders totaled \$816,595.

Prospects for 1957

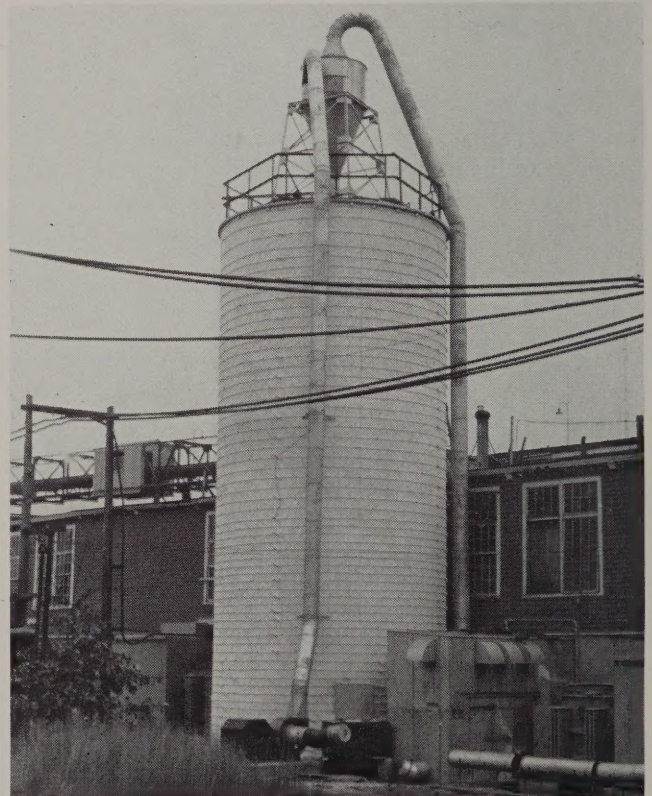
The year 1957 is one in which your company will exert an all-out effort to attract new customers through advertising. As you already know, we have entered the field of national TV advertising on the *Garry Moore Show*. Here we will promote such outstanding BIRD products as the new BIRD Vinyl Floor Covering and BIRD Architect and BIRD Wind Seal Shingles.

These same products will be advertised in full color in *The Saturday Evening Post*, starting in April.

We have every reason to expect that this advertising will bring our name to a much wider group of consumers and influence them to buy BIRD.

We continue to operate in a very competitive market where we must all work hard to keep our business growing in spite of many competitors who are larger than we in roofing, floor covering and paper. We can do this by paying careful attention to all costs, large and small, and by continually making our operations more efficient. Higher costs of raw materials and services which we purchase from others are hard to control. We can, however, and we must, watch internal costs carefully. We want to continue to pay good wages and provide the many fringe benefits, but to do so we must attain higher efficiency by every individual on every job.

We are continuing the policy of plowing back earnings into the business to improve the plant and



FODDER FOR GREAT, HUNGRY MACHINES is stored in this new 100-ton silo at Phillipsdale. The material is wood flour, which arrives by truck, is blown into the cyclone at the top of the silo, then the flour feeds by screw conveyor and pipes to a proportioning box at each of the two felt machines.

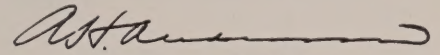
Before we had the silo and the new feeding devices, the flour was added at the hydropulper. It could not be accurately proportioned. Besides it had to be lugged there in 50-lb bags. The new way makes a number of people happier!

the machinery, thus helping to assure continued employment for all of us.

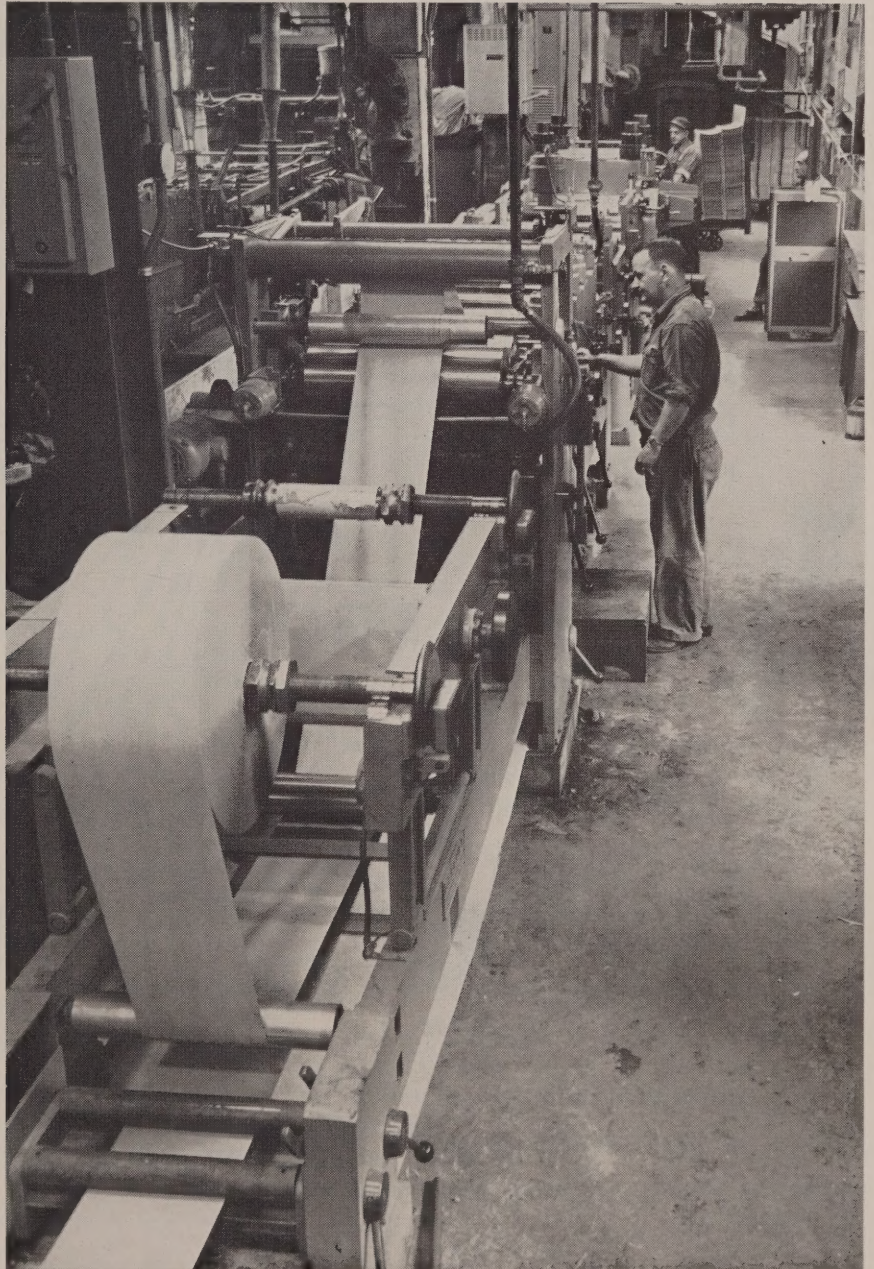
Specific improvements already planned for 1957 include the modernization of the No. 1 Machine for the Norwood Roofing Plant, and a new warehouse and saturating machine at Shreveport. Work has already started on these projects. The new office building at East Walpole is being built to our specifications. Upon its completion, the New England Mutual Life Insurance Company will lease it to Bird & Son, inc. for a term of years with an option to purchase. As good weather approaches, we expect the construction to go forward rapidly.

I have confidence in our ability to face the problems of 1957. In plants and offices and sales force we have all the necessary skills to make 1957 a good year. It is only necessary to combine these skills effectively in our daily work situations.

The year 1957 can be a good year for all of us if we will help make it so.



President



MERCURY BLANKER, installed last year at No. 2 Box Shop. This was one of many plant improvements made in 1956 to keep our wheels turning efficiently.

Nearest the camera is assistant operator George Chapman, Jr. At the end of the machine is Aime Langlois, pick-up man, and at the controls is operator Patsy Solbo.

How the Money

We took in from Bird & Son, inc. operations:

From sales of our products to customers	\$49,967,110.00
From interest, royalties, etc.	173,679.00
Operating income	\$50,140,789.00

We spent:

The following amounts necessary to keep the plants operating:

For raw materials, supplies and other expenses	\$25,636,223.00
For depreciation, obsolescence, etc.	1,533,673.00
For repairs	1,701,465.00
For research and experimental expenses	211,185.00
For interest paid on long-term debt, etc.	249,475.00
For state and local taxes	561,270.00
	\$29,893,291.00

For employees:

For salaries and wages	\$14,966,211.00	
For employee benefits	2,183,527.00	17,149,738.00
		\$47,043,029.00

Balance of operating income before federal taxes	\$ 3,097,760.00
--	-----------------

Federal income taxes	1,540,000.00
--------------------------------	--------------

Net earnings (profit) from Bird & Son, inc. operations	\$ 1,557,760.00
--	-----------------

Preferred and common dividend to stockholders	816,595.00
---	------------

Balance of Bird & Son, inc., operating income available for reinvesting in the business	\$ 741,165.00
--	---------------

We received interest and dividends from our subsidiary and affiliated companies	340,347.00
--	------------

Total amount reinvested in the business	\$ 1,081,512.00
---	-----------------

<i>Deduct</i> — Payments made on long-term debt	560,000.00
---	------------

Balance reinvested in the business after deducting payments on long- term debt	\$ 521,512.00
---	---------------

Was Spent in 1956

**RAW MATERIALS, RESEARCH,
SUPPLIES, INTEREST,
and OTHER EXPENSES**

52¢

**REPAIRS & DEPRECIATION
6.4¢**

**EMPLOYEE BENEFITS
4.4¢**

TAXES 4.2¢

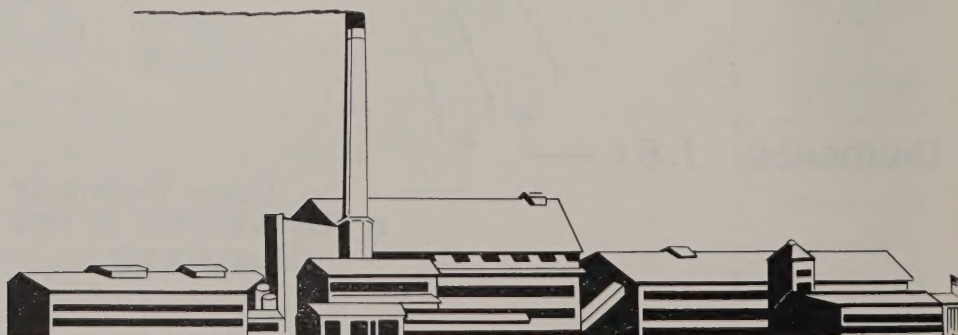
**WAGES and SALARIES
29.9¢**

DIVIDENDS 1.6¢

**LOAN PAYMENT
& REINVESTED IN THE
BUSINESS 1.5¢**

This is the Financial at the End

<u>This Is What We Owned</u>	<u>ASSETS</u>	
	<u>Total</u>	<u>Per Employee</u>
Cash on hand and in banks and marketable securities to be used to pay our 1957 liabilities for bank loan, dividends, trade creditors, contribution to Retirement Trust, accrued wages and federal and state taxes, etc.	\$ 3,478,094.00	\$ 1,134.00
Money owed to us by customers for products sold to them	4,835,153.00	1,576.00
Cost of raw materials, products in process of manufacture and finished products ready for sale and stored in our plants and warehouses	7,851,373.00	2,560.00
Money invested in subsidiary and affiliated companies and miscellaneous securities, etc.	2,739,164.00	893.00
Cost of land, plant and office buildings, machinery, tools, equipment, furniture and other property used in the manufacture of our products 27,114,898.00		
Less an estimated loss of value due to wear and obsolescence during lifetime 9,604,954.00	17,509,944.00	5,709.00
Money paid in advance for insurance, taxes and other expenses which will provide benefits in the future	546,076.00	179.00
Total of What We Owned	\$36,959,804.00	\$12,051.00

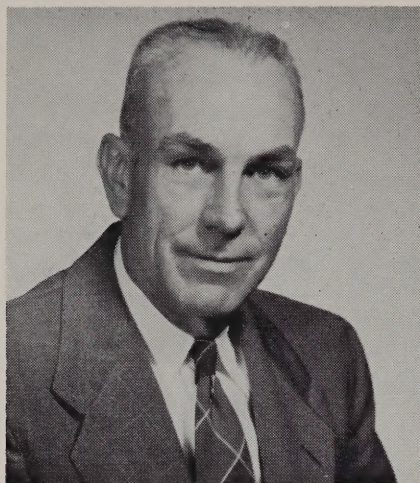


Picture of Our Company of the Year 1956

<u>This Is What We Owed</u>	<u>LIABILITIES</u>	
	<u>Total</u>	<u>Per Employee</u>
Liabilities payable in 1957 to:		
Bank for notes payable due in 1957	\$ 592,000.00	\$ 193.00
Trade creditors for material purchases, employees and others for wages, commissions and royalties earned in 1956 but not due until 1957	2,760,506.00	900.00
Dividend declared in 1956, payable in 1957	283,598.00	93.00
Retirement Trust for 1956 contribution	690,000.00	225.00
Federal and various state governments for taxes	1,526,836.00	498.00
Total liabilities payable in 1957	\$ 5,852,940.00	\$ 1,909.00
Long-term loans (payable \$500,000.00 annually 1958-67) to replace working capital which was used to carry out our plant modernization program	4,822,000.00	1,572.00
Total of What We Owed	\$10,674,940.00	\$ 3,481.00
The difference between what we owned and what we owed is what we are worth and represents the stockholders' investment in the business .	26,284,864.00	8,570.00
	<u>\$36,959,804.00</u>	<u>\$12,051.00</u>

Total assets (what we owned) are nearly 37 million.
This represents an investment of \$12,051 per employee.

Promotions at East Walpole Finishing Mill



Charles E. Rafuse

C. E. Rafuse to General Foreman

J. A. Schuller Named Department Foreman

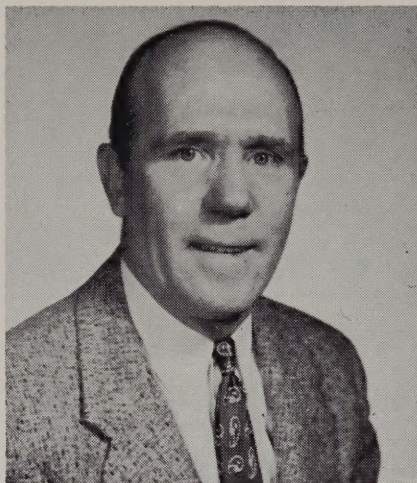
CHARLES E. RAFUSE has been named general foreman at the East Walpole Finishing Mill. He had been a department foreman. Promoted to department foreman from gang boss is James A. Schuller. These appointments became effective on March 1. Both men have had long association with Bird & Son.

Charles E. Rafuse

Charles, known to all as Charlie, Rafuse is the son of the late Charles Rafuse, retired Bird & Son employee. Three other Rafuses are in the Bird office, his wife and his two sisters. Mrs. Helen Rafuse works in Payroll, Pauline is in Box Sales and Hilda in the Treasury Department.

The new general foreman started to work for Bird & Son soon after he graduated from Norwood High School, as a stock clerk in Main Mill Maintenance Stores. He became storekeeper and then foreman in the department, when he left in 1945 to go into business for himself. Charlie came back in 1950 to the Finishing Mill and was soon made night foreman, then foreman.

Charlie and his wife, the former Helen Gustafson, live in Walpole and have two sons. Richard is a freshman at the Massachusetts College of Pharmacy. Paul is in the 9th grade at the



James A. Schuller

Walpole Junior High School, and, beamed his father, "He's a member of the championship junior high hockey team." Charlie says he himself is getting to be more of a hockey fan, although when the baseball season comes back, so will the interest. He's a past president of the Walpole Little League and is now president of the Intermediate League.

James A. Schuller

"When I first came here I worked on No. 5 Paper Machine," Jim (or Red) Schuller the new foreman, said. "That was quite a change because I'd always worked outside before."

James A. (for Alexander) Schuller left five years of apprenticeship in carpentry in the shipyards on the Clydebank, Scotland, and a budding career in professional soccer to come to America in 1929. Other relatives were here, so he came. He didn't get into carpentry again, but he did play a lot of soccer. He was one of several Scottish lads here at Bird who played for the Bird Club in the Boston and District League. Many still remember the glories of the Bird soccer teams of the thirties. Men here now who played then include John McDougall, Danny Costello, Walter and Arthur McKenna, Jackie Smith and Andy Wright.

Jim Schuller worked until 1933 on the Paper Machines, then transferred to the Finishing Mill. He has been there since, with exception of 1943-45 for service in the Army. He was in France for 12 months and then was headed for the Philippines when the war was declared over. He was on a

troopship in a convoy in the middle of the Pacific. The other ships turned back home, but not his. However, he did get out late in 1945 and rejoined Bird in December.

A resident of Islington, Jim Schuller is married to the former Ruth Anderson, who worked here at one time. He too is a hockey fan. On vacation the Schullers like to travel.

Changes in Foremen At Norwood Roofing

AT press time for this issue, announcement was made of several personnel changes at the Norwood Roofing Plant:

John Reddick, foreman of No. 9 Machine

Joseph Bartell, night foreman

John Koval, foreman of No. 5 Machine and No. 6 Machine. He will also assist in labor relations.

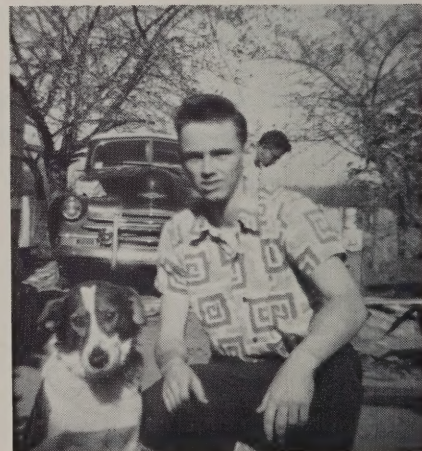
Kenneth Cahill, assistant foreman of No. 9 Machine

Richard Carberry, assistant foreman of No. 9 Machine

Charles Seavey, foreman of FBF and FBI (Finishing and Corner Piece Departments)

Raymond Bearce, now of FBI, will soon assume the duties of foreman of the Asphalt Blowing Department

Employee's Son Cited



NATIONAL HONOR SOCIETY member. Wilfred "Bill" Kingsley is one of only four in Sharon High School to be elected to this select national student group this year. George Kingsley, his father, of No. 1 Roofing Machine, Norwood, can be justly proud of the boy. This honor is accorded only for a combination of outstanding scholarship, leadership, character and citizenship. A couple of years ago Bill was cited in the Review for saving a stalled car on a grade crossing by flagging down a through train.

Bill, a junior, now has his sights set on aeronautical engineering.

Named Assistant to Floor Covering Vice President

Alexander Garner Continues Duties in Production Control

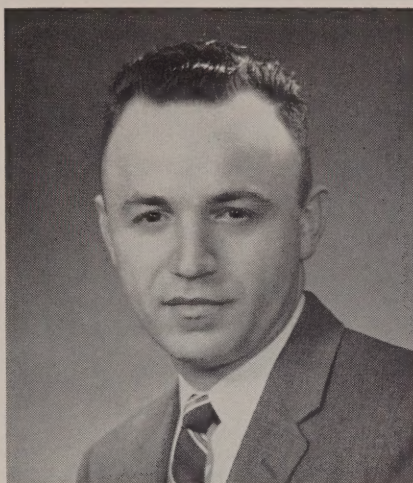
ON March 1, Charles A. Sumner made formal announcement of the appointment of his new assistant to the vice president. The Floor Covering Division vice president has named Alexander Garner to this new post. (He's no relation to R. V. "Bob" Garner, who also has the same title and has held his post for some time.)

Alexander Garner joined Bird & Son in the fall of 1955 as a production planning and inventory control expert. He continues directly under Mr. Sumner in this same line of work.

Being asked to clarify briefly for the Review some of his duties, Mr. Garner pointed out that production planning, though it goes hand-in-hand with inventory control, must come first. He is closely concerned, therefore with mill scheduling. Defining inventory control, he listed three goals: minimum manufacturing cost, maximum service to customers, and minimum investment in inventory. To get the best balance of these for both manufacturer and customer takes a bit of doing!

But this is not all. Mr. Garner also has to know considerable about sales forecasts and analyses, consumer surveys and general industry trends. It sounds like — and is — a very full job.

"Alex" Garner is a native of Boston, graduated from the Boston High



Alexander Garner

School of Commerce in 1941. Two years later he was in World War II, a private of Uncle Sam's. He served three years in the Army Corps of Engineers, including 18 months in the Pacific, and came out a first lieutenant.

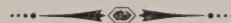
Joined Us in Fall '55

Then Alex went to college under the G.I. Bill. He graduated from the Boston University College of Liberal Arts in 1950. From 1952 to '55 he was production planning and control manager for Baird Associates, Inc., Cambridge, maker of scientific instruments. He joined Bird & Son on October 19, 1955.

Married and the father of two, Susan Bourne, 4, and Robert Alexander, almost three months old, Mr. Garner

lives in Braintree and is an active member of the Men's Club of Braintree. He belongs to the Society for the Advancement of Management, has held several offices in the Boston chapter.

At home he's photographer (complete with dark room), painter of both pictures and his own house; car, radio and television repairman, and fixer-upper both because he likes to and because "then you know it's done right."

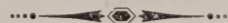


Quarter Century Club Banquet

The annual Quarter Century Club banquet will be held this year on April 28. This is the banquet for Massachusetts and Rhode Island members.

It will be held, as before, at the King Philip in Wrentham.

Members will be receiving invitations soon.



How Would YOUR FAMILY Spend \$10,000?

"We always have trouble thinking in terms of billions, so when the proposed federal budget for 1957 appeared in print, we translated it into terms of a family with an income of \$10,000 a year. What would this family's budget look like, we wondered, if it were allotted in the same manner as the government's?

"First we should note that this family is one of the two or three most influential ones in a town of perhaps 100 families. The town is completely isolated, and the only significant sources of trouble are the personal and sometimes troublesome ambitions of the very same big shots who run the town.

"Our figuring produced a very odd budget, and while we will not make any specific criticisms, we would hate to have that sort of a budget ourselves. And as for our wife, she would never stand for it. Here is what this family does with its \$10,000:

"It hires a policeman for \$6,200, mainly to keep an eye

on No. 2 big shot, an unpredictable character who lives across town. It pays \$1,050 interest on money borrowed to hire the policeman. It pays \$750 to a retired policeman, and it gives \$300 to neighbors who, it hopes, won't object when the policeman steps on their lawns, and may even help him at his job. With these items out of the way, there is \$1,700 left for the use of the family.

"However there are a number of sons who have been pretty expensive recently. One has really had a tough time, with illnesses, etc., and he gets \$450 a year to keep him going. The others are in one trade or another, such as farming, labor, and mining. In recent years, because of jealousies, parental meddling, etc., relations have become strained with their parents and with one another. They now get about \$950 a year just to keep the domestic peace.

"The mother keeps the home going on what is left: \$300."

Reprinted by permission

John McCutcheon in
the CHICAGO TRIBUNE

Milling Around

MAIN OFFICE

JULIA SMITH
JANET LABER
LOUISA GRAHAM
NATALIE LOCKE
MILDRED SANBORN
CAROLINE COGSWELL

JULIA LEWIS
WILLIAM GRAZADO
MARY SEXTON
PAT McDONALD
RITA PETRONI
AURORA SAVI

Kenneth L. Doane, Middle Atlantic District Roofing salesman, has recently become engaged. His fiancée is Marion Berry of Milton, Ken's home town. Miss Berry is a Forsythe Dental School graduate. Ken will be remembered as one of the young fellows who worked on the Roofing caravans out of East Walpole before he was assigned his own territory.

Velma Cobb, back from Florida's West Coast early in March, said she saw lots of Bird people. Add to your "It's a Small World" notes this item from Isabel MacLeod, now a resident of Florida, which Velma picked up. Isabel was in a supermarket going through the checkout line when she glanced over and there was Merle Belcher Partch, formerly of East Walpole Personnel. Last Isabel knew, Merle and husband were traveling in Arizona.

We welcome Doris Wright to the Key Punch Room in Statistical.

A welcome is also extended to Karleen Porazzo, Norwood High senior working part-time in Billing, and Alice Ruzzano, recently transferred to Billing from Stenographic.

Janet Laber has taken over from Sabina Costello the reporter's job in the Roofing

Sales Department. A thank you to Sabina and welcome to Janet.

Eleanore Medailleu has left Purchasing for a new job in Rockland.

New names added to the Purchasing Department staff are Julieanna Perekslis, Deanna Bruneau and Jeanne Mahoney. Welcome to these girls!

Elaine Pupalais (group insurance) was looking forward to two weeks in St. Petersburg during the middle of March.

Julia Lewis flew to West Palm Beach. Taking over for her in Industrial Engineering is Elsie Battles, who has joined us recently. Mrs. Battles commutes from Brockton.

Mr. and Mrs. Charles Sumner vacationed at Montego Bay, Jamaica, British West Indies.

Elsie Thompson enjoyed a week's vacation in February and motored to Washington, D.C.

On the occasion of his 30th anniversary with Bird & Son, Rogers Weed, Eastern Division general manager, was presented with a very attractive portable radio.

Dorothy Soderstrom recently spent a nice vacation visiting in Riverside, New Jersey.

To those who have recently left the office for home, the service or to move away, we wish the best of luck. These include Jean Peavey, Laura Ferrara, Rennie Feaver, Harold Bailey and Faye Hitchman. Jean, Laura and Rennie are going to be full-time housewives, while Faye is plan-

ning to move to Lynn near her old home. As for Harold, he'll be answering bugle calls for a while. All were presented with thoughtful gifts from office friends.

Gladys and Frank Eisenhower are now in their new home on Pilgrim Way.

Stewart Mosebrook has joined Roofing Sales as salesman in the central Pennsylvania territory formerly covered by Ed Lincoln, who will assume other duties in the near future.

Loretta Simpson, high school student from Franklin, is now working part-time in Roofing Sales.

Dan Colt is now Roofing salesman in the western Pennsylvania territory formerly covered by Ted Madden. Ted is now assigned to the Philadelphia area.

Miles Hubbard, Connecticut Roofing salesman, and Mrs. Hubbard have been vacationing at Pompano Beach, Florida.

Sympathy is extended to salesman Milton Vose on the death of his mother recently in Machias, Maine.

Just before final press time we had the word on two new babies. Bob and Shirley Barbaglia are the parents of a little girl and James Clements, roofing salesman, also has a new daughter. It's the first child for both couples.

Mr. and Mrs. Albert W. Smith are on a three weeks' automobile trip to Florida. By some strange coincidence, just before they left Al had bought a slick new '57 Ford Fairlane hardtop, black and white.

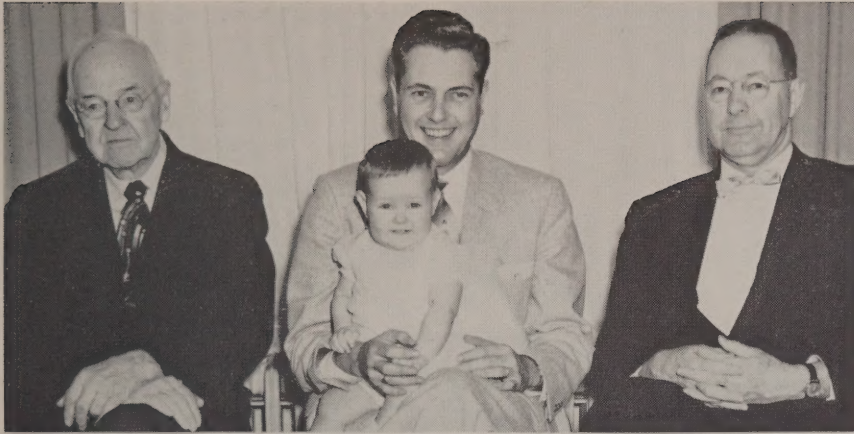


NOBODY WANTED TO HOLD ITS HEAD, so the guide, right, at the reptile farm in Florida, did the honors.

Brave men here are Nunzio "Ponzi" Julius, Walter Siderwicz, and Bill Grazado, all of Advertising Display. They were down that way working for a Floor Covering Show last fall and spent the October 12 holiday in this happy fashion.



JEAN (CRONIN) PEAVEY leaves Bird & Son and the Stenographic Department with gifts of baby things and lots of good wishes from everyone. That's Jeanie sitting in front. With her are some of the girls in her department: Frances Rubini, Joy Holmes, Shirley Cleaves, Alice Wenstrom, Priscilla MacKenzie, Joan Berney and Marion Weiker, from left to right.



FOUR GENERATIONS OF EAMESes stretch from the pre-automobile age to the commercial jet plane. LeRoy Eames, 81, left, spans the whole of this time. He is father of East Walpole draftsman Arthur Eames, at right. Arthur's son, Robert, and the latter's

little daughter, Teresa Ann, 11 months, complete the picture.

Photo was taken when Robert was visiting his folks in East Walpole. His home is in Albuquerque, New Mexico. The elder Mr. Eames makes his home with Arthur.

PAPER MILL

THOMAS FLOOD	JAMES A. SCHULLER
EDWARD GERAGHTY	ELNA GOTTBERG
FRANK NYBORN	NELLIE COUGHLIN
EDWARD WISNIEWSKI	MILTON GARDNER
JOHN KALIS	JAMES BARNES

PRODUCTION AND POWER

We are glad to see Martin Wallace and Frank Orlando back after being on the sick list.

Roger Freeman's 14-foot boat is nearing completion after a winter's work on it. All set for the 1957 season?

Arthur Chamberlain happily announced he had gained a daughter, following the marriage of his stepson, Lt. Philip Raymond, of Washington, D.C.



HUSKY BOY is John Wozniak's son, Richard, four months old. John is an engineer in the East Walpole Power Plant.

Kenneth Rouillard and his wife traveled to Los Angeles for the wedding of their daughter Betty to Robert Alcorn on February 21. They went by train, taking the Vista Dome trip from Chicago. They visited San Francisco before returning. Ken also had a chance to meet his brother in Salt Lake City. On the way through the Rockies the Rouillards' train was delayed at one time by a snowslide.

Henry Stevens has moved his family from Ohio. Now Mr. and Mrs. Stevens and children Susan and Christopher are in their new home on Nahatan Street, Norwood.

It Finally Happened. Chester Amburskevich was the cause of a near riot in the Boiler Room shower-room at clean-up time one February day. Someone noticed a pure orange object in his hand. In the rush to make sure he had at last bought himself a *bar* of SOAP, a locker was nearly

knocked over and a bench was upset. No fatal accidents, but everyone is anxious to see how Chester's skin will stand the change from free soap powder, to which he had seemed so strangely devoted, to a good cake of soap.

We extend our sympathy to Ronald Foster and his wife on the loss of their baby son. Ronald has recently transferred from the Paper Mill to No. 2 Box Shop.

MAINTENANCE

We put out the welcome mat to Jerry DeMoras, better known to his department as Jean Lafitte.

Joe Emerson, we understand, is building a pram (small boat) in his spare time. Question to be decided now is whether to put on a sail or a small motor.

Bill Ivatts, Sr., has been enjoying a very merry month's vacation in Florida.

The Storeroom would like to welcome Bartley (Joe) Foley to the company's quartermaster corps. Welcome, private!

Mr. and Mrs. William Wall recently celebrated their 30th wedding anniversary. Their friends surprised them with a party.

The Old Paint Shop is now the bright spot of the Machine Shop. It has recently been redecorated.

John (Flash) Glebus, welder, and Mike Sadaway, blacksmith, have joined the Garry Moore staff as stage prop technicians. They were assisted by Pio Calegio, machinist. These men assisted Advertising Display (CDH) in making up props for Bird & Son's appearance on one of the recent Garry Moore Shows.

Charles Grover, retired, has returned from a fast trip to Bermuda. Charlie says he flew down and came back by boat. Says it was a little mite rough coming back.

John O'Leary and Charley Bailey, two



FORTIETH ANNIVERSARY for Bill Murphy (Shipping) was observed by No. 1 Box Shop fellow supervisors and office people last month with the gift of a watch to Bill. In front Bill is being presented with his gift by Superintendent Arthur Colburn (with glasses).

Some of those gathered to wish him well are: Charles Mutch, Al Kendall, Benjamin Baranowski, Jack Walsh (behind Bill), John Goonan, John Locke (back of Mr. Colburn), Benjamin Beale, Ralph Watson and Earle Boyden.



YEAH, TEAM! If you looked back to the No. 1 Machine reports (Combiners, No. 1 Box Shop) for 19 years ago, you'd find these same men running this machine. None of these has ever left the machine to work anywhere else, except for Uncle Sam. They have 180 years' service among them.

From the left: Walter McKenna, Herman Lauble, Augustus "Gus" Hogan, Joseph Porazzo, John Cooke, Lawrance Hassler and Henry Bochqnowicz.

Foreman of this satisfied seven is Charlie Mutch, who has been their boss all these years.

of our painters, are now specializing by studying interior decorating.

Joseph Coburn of the Lab is house hunting. It's not that the Coburns are deserting Moose Hill Road. This is house hunting for the Credit Union League of Massachusetts, of which Joe is second veep and chairman of the Housing Committee. The league, to which our Credit Union belongs, needs new quarters. Its present quarters in Boston are in a building that's being sold.

No. 1 Box SHOP

JOHN P. WALSH ROBERT TAUBER
RAMONA CHICOINE MIRIAM HILL
PATRICK SILVESTRI

We welcome back Andy Wall. Andy has recently returned after an operation in the hospital.

THANK YOU

My thanks to everyone who was so kind in remembering me on my 40th Bird & Son anniversary.

William F. Murphy

No. 2 BOX SHOP

JOSEPH SMELSTOR, JR. ANNE KELTER
A. D. SMITH CATHERINE BRADY

Three young men from East Walpole who have left for the Navy recently have relatives here. They are Thomas Kane, son of Martin Kane, No. 1 Box Shop, Sebastian Troiano, nephew of Joseph Troiano of Shoe Cartons, and James B. Kelter, Jr., son of Anne Kelter of the Shoe Carton Department.

We extend our deepest sympathy to Ed Bigelow, whose brother William passed away recently at Cape Blomidon, Nova Scotia.

Spring is sure here for Shoe Cartons, with Joe Butler and Joe Rossetti already having vacations — not in Florida, but at home in New England.

Warren Pagliari is all smiles these days. He became a grandfather for the second time with the arrival of a new granddaughter.

Joe Ralkavich told about watching a deer cross the road near his house one week-end recently. It was a pretty sight. Then along came a car and hit it, dead.

Welcome back to all who've been out

with the virus, including Joseph Butler, Louise Driscoll, Victor Taggart and William Conroy. All donations for a vacation for them in sunny Florida gladly accepted! (Reporter Anne Kelter should be included because she too suffered from the "bug.")

Our sympathy goes out to William Conroy and family on the sudden death of his mother-in-law.

NORWOOD ROOFING PLANT

ARTHUR MCKENNA JULIUS AUKSTOLIS
RUTH PHELAN JOHN FOLAN
RICHARD CARBERRY FRANCIS WALL
JOSEPH NEVINS MICHAEL MEOMARTINO
MARY DRISCOLL

The Kelleys, Mike and Anne, are spending the winter at St. Petersburg Beach, Florida. Mike retired not long ago from the Power Plant (FBR).

Glad to hear that Frank Carchedi's little girl, Joyce, who broke her leg this winter, is all well and back to school.

Ed Mingels, retired, sends greetings from what may soon be known as "Little Bird & Son" — St. Petersburg, Fla. Writes Ed: "Met many former Bird & Son employees: George Wood, Ed Hiller, Mike Kelley, Leo Bernier and Frank Sutherland. Also Mrs. Jepson, widow of Herb Jepson."



AT GRANDMA'S HOUSE at Christmas were Kenneth, 3, Patricia, 5, and Nancy Lynn, 1, all Cavanaughs, and grandchildren of Anne Cavanaugh of the Finishing Mill. They are the children of Anne's son, Kenneth, of Lincoln, Nebraska.

A letter came from Fred Carlson, formerly of the Lab, who returned to the University of Massachusetts to resume his studies. Fred reports everything is ideal, having found an apartment near the university for his wife and daughter.

Anyone interested in photography should contact Jim Jackson, Lab. The pictures Jim has been taking lately have astonished even him. It seems Jim took a series of carefully set-up pictures of the Wind-Seal Shingle. Jim went to develop them, when what to his wondering eyes should appear but a particularly luscious example of calendar art. Jim suspects collusion.

John Folan's son, also John, graduated March 1 from Navy Officers School at Newport with the rank of ensign. We have put in a request to John Sr. for pictures.

Cesaro Giordino was honored on his retirement from the Granule Plant with a gift of money and all good wishes from his fellow workers.

Howard Bearce and his wife drove to Miami for a winter vacation.

The other Bearce, Ray, instead of going to Florida, went with his family to Sebago Lake, Maine, over the Washington's Birthday holidays. Ray has a summer cottage there. Son Larry was home from the Navy for eight days after being in the Mediterranean for six months. Then he left for Norfolk for new orders.

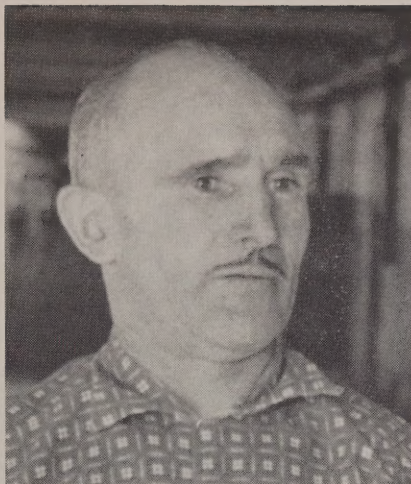
Hank (Henry) Valentinas, co-captain of the victorious (Bay State League winner) Norwood hockey team, is the son of Bird Roofing employee, Andrius Valentinas, who works on No. 5 Machine.

Valdur Muul has been elected president of the Boston Estonian Society.

Footnote to note on Eddie Mingel's (Jr.) putting out the Credit Union awning fire. Eddie is a member of the Fire Brigade.

Francis Rodrigues of the Foremen's Office has left us to go to Mason-Neilan, as a clerk in the cost accounting department.

We welcome Richard Beaudette to the Foremen's Office and hope he will like his new work.



HONEST MAN. We are proud to present Vincent Wiczorek of the Undercoat Department, Floor Covering Plant. He found a wallet on the street in South Norwood late one January afternoon. Looking inside, Mr. Wiczorek identified the owner. Then as soon as possible he hurried to her house. Though he still mixes English up with his native tongue when he gets excited — he was a DP — he told his story.

Helen Lewis, who had lost the wallet, was delighted. Both her money, though no great amount, and her papers, driver's license, etc., were intact. Helen and her sister, Julia, who works in the East Walpole Office, thought Vincent deserved much praise.

FLOOR COVERING PLANT

WILLIAM MELISH
GEORGE GROVER
CHARLES COBB
THOMAS BLUNDELL
NAZARENO LORI

GEORGE SHACKLEY
DOROTHY HAWES
FRANK SHUMSKI
JOSEPH WALL
JOSEPH RADZEVICH

WILLARD JONAH

Gordon Wilson of the Laboratory returned to work after a brief stay at the Norwood Hospital as a patient, on the same day as his 30th year of employment with Bird & Son, February 14. The boys in the Lab gave him a small surprise party in his honor.

Brownie Kanalski, chairman of the group, presented Gordon with a large, delicious, frosted fudge cake decorated with three candles, each candle equal to 10 years.

He was also presented with a greeting card and hand-made plaque which was quite artistic. It bore the inscription "for recognition of 30 years of faithful service." Gordon seemed quite proud and pleased with his plaque and put it on display at his desk.

We all extend our heartiest congratulations to Gordon and hope he will have many, many more Bird & Son anniversaries.

* * *

Buddy Pierce of the Lino Department took a week off to move from Westwood to his new home in Walpole.

Joe Zoppa caught a 5-lb. pickerel ice fishing down on the Cape. He knew just where to chop that hole in the ice to catch the big one that didn't get away.

Frank Sutherland, retired, writes us a



SCHOOL QUEEN at Christmas time was Arthur Joyal's pretty daughter, Theresa, then attending the Johnson & Wales Business School in Woonsocket. Theresa has recently graduated. Her dad is at No. 1 Box Shop.

card saying he is having fun down in the sunshine of St. Petersburg, Fla.

Vinny Bilotta is back to work after a long illness. Good to see him back, say all the Lino Department men.

Lewiston News

By HELEN LANE
and
JOAN WALMSLEY

While most all of us are waiting hopefully for an early spring, Joan Walmsley is hoping for more snow so that she may enjoy her week of skiing at Sugar Loaf Mountain.

We are happy to hear that Jeanne Balas's mother is doing so well since her recent operation.

Mabel Peare will journey to Chicago during March to be with her daughter Marlene for the blessed event.

Best of luck to Doris Levasseur who has left Bird & Son and will soon become a bride.

June Briggs and husband Ernest are never found at home on Sunday since they have built their hunting camp at Mt. Hartford.

Glad to hear that Elizabeth McCabe's husband, Barney, is coming along nicely after his sudden appendectomy.

Welcome to Eunice Sullivan, our new packer.

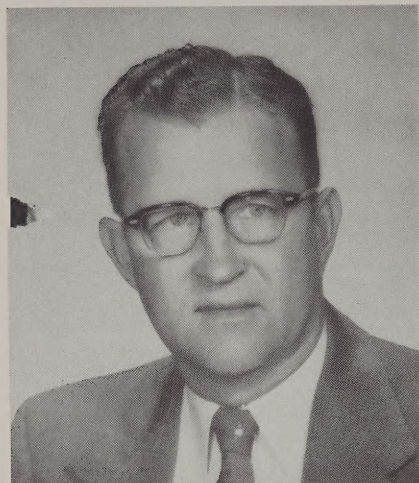
We have our own Van Gogh in Joan Walmsley who is doing some beautiful paintings. June Briggs was her first customer for a hunting scene for husband Ernest.

"We just hate to have some people give us their advice, when we know how badly they need it themselves."

Barber County (Kansas) INDEX

SHREVEPORT ROOFING AND FELT MILLS

STAFF: LUCILLE BURROW, D. L. OLIVER, JR., WILLIE L. SMITH, FRANK MARKHAM, ANNE EDDY, J. K. COLVIN, JOHN E. EVANS, JR., RICHARD POTTER, Photographer



Kavat A. Loe Promoted To Traffic Manager

ON January 1, 1957, management announced the promotion of Kavat A. Loe to the position of traffic manager at the Southwestern Division Office at Shreveport, Louisiana.

Succeeds A. W. Miller

Mr. Loe joined the Bird organization on December 1, 1947 as traffic clerk. He succeeds A. W. Miller who retired from active service January 1.

Our new traffic manager is a native Louisianian, born December 4, 1916 in Friendship, Louisiana. He graduated from Arcadia, Louisiana, High School and earned a B.S. degree from Northwestern State College in 1941. His World War II service was with the Air Transport Command. He held the rank of sergeant, serving in England, France, Holland, Belgium, and Brazil, and receiving his discharge in 1945.

In 1947 he married Vera Thurmand and has a lovely daughter, Barbara Ann, 9. They reside in their own home at 105 East Robinson Street, in Shreveport.

When he is not busy about his place you can usually find him fishing at one of our many lakes and hunting in season. His luck is the same as most other amateurs; sometimes good and sometimes bad although, according to Kavat, usually it is good and bad.

Shreveport Speaks

Leon Todd was repairing his bathroom the other day when Marvin Dyess came by to take him to Fire Brigade meeting. The light fixture there had not been replaced and Leon grabbed what he thought was a tube of hair creme that turned out to be a tube of tooth paste. Marvin got a big laugh and Leon got lathered.

On January 7, at our sales meeting we had a discussion on workmens' compensation insurance and Aetna group insurance. The following week H. B. Beauchamp was walking with a customer when two cars collided and one careened onto the walk and knocked "Beau" unconscious. Mr. Beauchamp spent three days in the hospital. We are glad to report he is back at work. Needless to say Beau had both his insurance cards with him and both doctor and hospital filled out proper claims.

James Moore, our veteran janitor, was critically ill recently in Willis Knighton Hospital. He improved steadily and if all goes well, should be back with us by now.

Jackie and Elizabeth Wise have two little boys, so this time they had a girl's name picked out and the rest of the preparations made for the first daughter's arrival. On a Monday, Mrs. Wise called Frank Markham to send Jackie home to take her to the hospital. Despite crossed fingers of their many friends, the baby arrived a boy. Gerry Dean weighed 6 lbs. 13 ozs. and shows promise of being as good a fisherman as his grandfather, Johnnie.

White perch fishing has taken a turn for the better. Reports range all the way from

Clayton Cobb's and Willie Lafitte's 25 to Frank Markham's 1. Bass fisherman Bradford Rollins has been catching nice strings almost every day; got 11 one day and one weighed 4½ lbs.

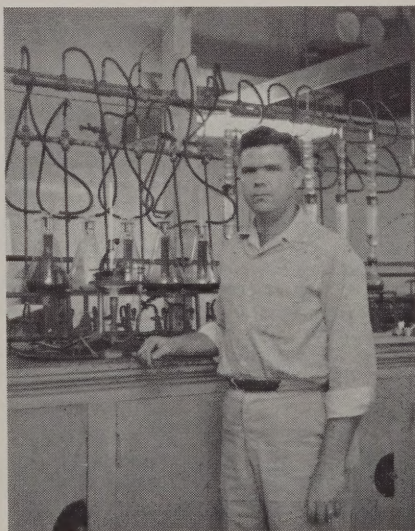
C. D. Moore planned to spend a part of his vacation in Dallas and Mesquite, Texas, visiting his parents and two sisters.

Charlie Statham gave BIRD ROOFING a plug over the radio on WSM the other night. He was listening to the Grand Ole Opry Program from Nashville and knew the M.C. so he called him long distance. Charlie went to Fair Park High School with this Capitol recording star, Ferrin Young. While they were talking, Young asked where he was working. After Charlie told him what a good place Bird is, Mr. Young said, "You know we have been on the air the last 10 minutes, don't you?" So Charlie listened to the radio and sure enough he was talking over the radio station.

Marlene and Paul Mitchell got their valentine 30 minutes early. Their baby girl was born 11:30 P.M., February 13, weighing 4 lbs. 15½ ozs. and was named Tonya Gail. Paul says she has long black hair and looks just like "daddy."

On hand when their son, Jack, received his silver wings at Goodfellow Air Force Base at San Angelo were Mr. and Mrs. J. D. Johnston. After graduation, Jack will be stationed at Donaldson Air Force Base in South Carolina and will fly a Globemaster.

Ollie Sherburne took a week of his vacation in order to go to Wichita Falls, Texas, to help Dawn and Bill, daughter and son-in-law, move back to Shreveport. Needless



CHALLENGING MOOD is registered by William A. Kirkland, Shreveport Laboratory, at least before the daily domino game with Frank Markham, Kent Colvin and Edwin Sompayrac.



COLLECTING HIS WINNINGS in the 1956 Shreveport Big Bass contest on January 2, after a hurried "Good Morning" is Superintendent B. P. Soward. William Winkler is handing him his check, minus \$1.00 entrance fee for the new contest, begun January 1.

CHICAGO ROOFING PLANT

STAFF: ROBERT W. MACLEOD, ROSE FOX, VIRGINIA O'BRIEN, JOSEPH BLACKMAN, MARTIN PEARCE

Chit Chat

R. W. "Bob" MacLeod recently participated in an Awards Assembly at nearby Hirsh High School. He presented merit awards of the Office Management Association of Chicago to the four outstanding commercial students in the mid-year graduating class.

We extend our sympathy to Mike Sanfillipo, who recently lost his mother, and to Wood Quin, whose sister recently passed away in Mississippi.

The Chicago Office was recently treated to a new paint job. What a little paint can do to lift the spirits of people, especially at the tail-end of the winter season.

As we go to press Helen Grether has just had an operation and we all hope she will be back with us soon. Latest reports have Helen progressing satisfactorily.

Ralph Calhoun, recently retired, said that he is really enjoying his life of ease, but he misses his friends.

Our deepest sympathy is extended to Cleveland Haymond on the death of his baby daughter, Jerry, in January.

When Mrs. Joseph Blackman brought the car home from her place of employment without any hub caps Joe really burned. But when she showed him the note that was left at the car, he had to laugh. Said the note: "You're lucky we didn't take the tires!"

Chicago Plant New Look — Pete Cermak, assistant foreman of the Shipping Dept.; Stanley Swierczek, electrician; and Herman Wallenschus, Sample Department. We welcome you boys to Bird & Son's Chicago Plant and hope your stay here will be a long one!

George Alexander, one of Bird & Son former employees, is now operating the Texaco Gas Station at 76th and Ashland. George will be glad to serve Bird employees — gas, car wash, etc. So, how's about it? "Let George do it!"

Many tombstones are carved by chiseling in traffic.

— H. G. Hutcheson

Shreveport Speaks, continued

to say the Sherburnes are glad to have their grandson, William Michael, so close to them.

Cliffe Pregge visited our plant twice in the last two weeks. He made these trips to bring in representatives of the W. M. Dunbar Company of Birmingham, Alabama, our new distributor in that area. We are expecting big things this year from both Dunbar and Cliff.

Kavat Loe was telling a group at coffee break how to root rose cuttings. He had planted 24 recently and he says there is nothing to it—just get an Irish potato and cut it in half, stick the rose cutting in the potato and set it out. As a postscript to this, he said that all the rose cuttings died but he sure has a nice crop of potatoes.

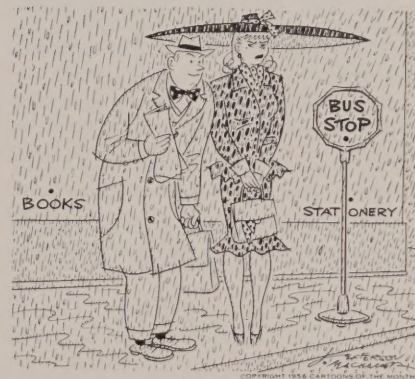
We have been enjoying a visit from Lester Tarbell while he was supervising the expansion of our Felt Mill.

We are very happy to welcome to the Bird Family, S. P. "Mickey" Doyle, who is our new sales trainee.

We extend our sympathy to Willie Taylor, whose father, Presley Taylor, passed away February 16.

The broad smile on the face of Dude Davidson is evidence of how proud he is of his new granddaughter, Cynthia Dianne, born February 10. Her mother is Dude's only daughter, Mrs. Charles Williford.

We missed George Walker when he was out with the flu. We are hoping he will be back on the job when you read this.



Garry Moore and Guests



THEY ALL SELL BIRD! Bird dealers and distributors and Bird Roofing salesmen posed with Garry Moore, center, after his second Monday morning program, February 25, advertising BIRD. These men had been guests at the CBS studio in New York during the

nationwide broadcast.

At the left we recognize Jim Lantier, Jack McKinney and Bill Shiflet. Jack Moran is next to Garry Moore, left of center. On the other side, 3rd from right is Frank Lantier and at right end, Jack Murphy.

CHARLESTON ROOFING PLANT

STAFF: RAY MARSTON, KERMIT MANN, MICHAEL GALASSO, JAMES ROBINSON, LAWRENCE MARTIN, ELAINE BAKER, JOHN WYNDHAM, ARTHUR WISE, WILLIAM K. PRICE, Photographer

Charleston Chatter

We are very glad to have Mary Jo Aldridge back with us. She has been away due to illness.

Lorraine Hill and her husband just took a recent week end trip to Washington, D. C. From the sound of it they had a very nice time.

We were very sorry to hear that Shirley Woods, mail clerk, is leaving us. She is going to become a full-time housewife and stay home with her little girl.

"Poor Donald Ray," (age 1½) is what everybody was saying when they heard about his accident. His father, Ray Marston, was holding him, slipped and fell causing the child to get a cut and later five sutures in his forehead.

We were very glad to have C. E. Brown, Brown Rfg. Co. and Elmer Hedricks, Daniels Lumber Co., visit our mill. They were accompanied by one of our salesmen, Frank Smith.

Also visiting our mill recently were Fred Nalley and Ray A. Campbell, Liberty Paint and Rfg. Co. and Fred Nelton from Carolina Builders Supply Co. They were shown around by Bird salesman, Bernie Blandford.

Visiting our mill also recently were Mr. and Mrs. Harold Schindler, Nashville Rfg.

Metal & Supply Co. Gerry Sayres and his wife accompanied them.

Little Chuck Higbee, son of Charles Higbee, Machine Shop, is recovering from a bad bicycle accident. We were sorry to hear that he had to be hospitalized for a few days.



"Well, I'm ready" is the expression of this little lady, Laura Ann Woods, year-old daughter of Shirley Woods, mail clerk at Charleston.

A newcomer with Bird & Son in the Machine Shop is Thomas F. Williams. Thomas is married and has two children, Steven, 8, and Janine, 2.

Also now working in the Machine Shop is Leroy Mazyck. Leroy is married and has three children, Carol Susan, Daisy, and Leroy Mazyck III.

Everyone enjoyed watching Garry Moore advertising Bird products one recent Monday morning. Gloria Patterson was thoughtful in furnishing a television set so we could see what was being said about Bird.

Congratulations to Carol Caddell, one of our former employees, on the birth of her baby girl, Teresa Lila, January 26, weighing 7 lbs. 9 oz. The baby's father, Johnnie Caddell, is also one of our employees and works in the Maintenance Department.

We are glad to have Junior Parker, FKV (Shipping) back with us. He has been out due to illness.

A man owes it to himself to be successful. Once successful he owes it to the Bureau of Internal Revenue.

Industrial Press Service

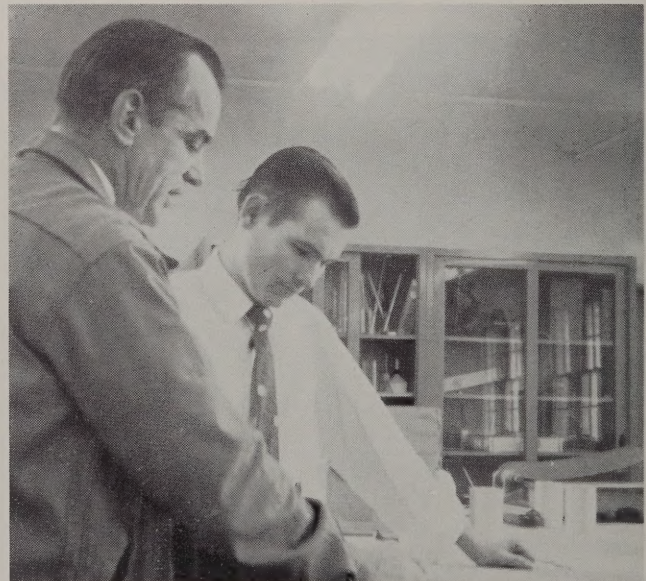
Eiffel Tower: The Empire State Building after taxes.

Louisville COURIER-JOURNAL

Two Promoted to Foreman



NOTE TURNER was promoted to foreman of the Roofing Machine at Charleston on January 1. Here he is catching up on his paper work after a shift's operations. "Bud" just won't smile when he has to get behind a desk. The father of four, Bud started here in 1954 and has worked on the Roofing Machine ever since.



DICK USRY was promoted to foreman of the Granule Plant at Charleston on January 1. He is getting some pointers from Ernest Zinkowski, assistant superintendent, who is passing along some of his rock crushing experience. We wish Dick much success in his new job.

Charleston Club Hears J. H. Van Hoy on Bird & Son Story

SOUTHEASTERN Division Manager J. H. Van Hoy addressed a meeting of the Charleston Sertoma Club at the Francis Marion Hotel in Charleston recently. His talk was on Bird & Son, its history and its present place in American industry. A newspaper account quotes Mr. Van Hoy as saying: "There are few people who today can go through a day without touching some product that once — whether as a raw, semi-finished or finished product — was not handled by Bird & Son."

Mr. Van Hoy commented on the happy location of the new Bird Roofing Plant at Charleston.

Bird Technical Men In Massachusetts Band to Study Stocks

ON January 21, 1957, 15 technical employees of the Bird industrial family officially formed a partnership known as the Neponset Investment Club.

Officers and charter members of the club are: James Jackson, president; James Twohey, vice president; John Phelan, secretary; Roy McQuillan, Treasurer-Agent; members, Stanley Sallie, James Kemmler, Carroll Homan, Richard Arling, John Hutchins, Ira Gray, Matthew Connolly, and Allan

Jones of Bird & Son, inc. From Bird Machine, as members, are Clifford Amero, Joseph Wissman, and Edward Garner.

Information received from the National Association of Investment Clubs aided in forming the Articles of Agreement and advised on further proceedings.

Educational Venture

The club was formed as an educational venture, its purpose being to educate its members in the principles and techniques of sound investment practices. Formed by technical men well versed in their own fields, the club hopes to teach these men something of the financial side of our economy. The desire to learn by doing — by actually purchasing and owning a variety of stocks — is the prime motivation behind the formation of the investment club.

Shares at \$5.00

Briefly, this is how the club operates. The club gives members "shares" for each \$5.00 they invest in the club. Members invest at least \$5.00 or multiples thereof each month. At the monthly meetings the members must decide what stocks to buy. This is where the club learns by doing.

Each month at least two or more members, appointed by the vice presi-

dent, present stock selection guide reports on different companies. These reports cover such things as rate of growth, study of profit margins, earnings on invested capital, and an analysis of the past and future price range of the stock being studied.

The final decision to buy or sell a stock must be approved by a majority of the club shares, with each member having one vote for each share he owns. To further educate the members, guest speakers and movies are obtained from brokerage firms in Boston.

10,001 Clubs in U.S.A.

Investment clubs are not new. The National Association of Investment Clubs can trace clubs as far back as 1898. At the present time, an estimated 10,000 (10,001 now!) clubs are in existence, with well over \$200,000 being invested monthly by clubs scattered all over the country.

That the movement has caught on and snowballed cannot be denied. Even the New York Stock Exchange has shown interest enough to have prepared a kit for helping member firms form new clubs.

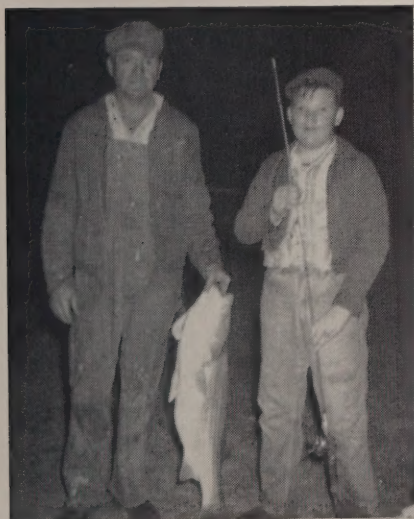
Union — Management Talk Accident Problem

STILL working on the problem of reducing accidents in 1957, union and top management representatives of the Massachusetts plants met in a two-hour session on March 8.

Under the direction of Henry Mathieu, training manager, the men were given in summary form the highlights of the safety course recently completed by all foremen. Again the instructor was James P. Scobie, safety engineer for Arrow Mutual Liability Insurance Co. He was ably assisted by Frank Eisenhauer, safety engineer for Bird & Son.

President A. H. Anderson also attended the session and spoke briefly. He emphasized that management's first concern is the safety of its workers, that it will continue to be the policy to provide both safe working conditions and full instructions in safety for all who work here.

In the discussion it was brought out that country-wide experience has proven that about 82% of all accidents are caused by unsafe acts rather than faulty equipment. Here at Bird & Son last year the vast majority of the accidents happened because of unsafe acts.



ONLY FISHERMAN in the Charleston Machine Shop is Ed Toler. At least it would seem so, for here's evidence, a 16-lb. striped bass, caught with a light tackle. Standing next to him is his nephew.



THEY MET PAUL REVERE. Or a modern version of him. Robert Tauber, Jr., and his sister Donna, the two children at right, are talking with Rex Trailer, TV personality, who was re-enacting recently the ride of Paul Revere from Boston to Philadelphia to tell the news of the Boston Tea Party.

The Tauber children's dad is Bob, Sr., of No. 1 Box Shop.

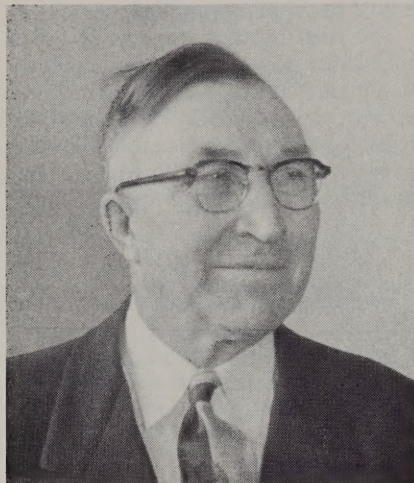
PHILLIPSDALE FELT MILL AND INSUL BOARD PLANT

MANUEL OLIVER
ARTHUR TRUDELL

DAVID S. LOWRY
ALLEN PERKINS

LESLIE E. HOWARD
RAYMOND NOLAN

Just Retired



ARMOND GIBERSON of DPI, the Insulating Board Plant, retired February 28, 1957.

Armond was hired February 4, 1929, working in DPB (Beaters) as No. 1 beaterman. He became a watchman in February, 1942, and has been on the dry saws in DPI since June 1951.

He lives at 65 Pavilion Avenue, Rumford, R. I.

Bowling Standings

As of the first of March, the standing of the teams is as follows:

	Won	Lost
Engine Room	33	24
Millwrights	33	24
Yard	32	25
Insul Board	26	31
Office	25	32
Machine Shop	22	35

The leaders —

High Average	
Matt Pino	107 22/44

High Three	
Joe McBride	383

High Single	
Howard Inman	148

Second High Average	
Joe McBride	106 27/54

Second High Three	
Armand Roy	368

Second High Single	
Armand Roy	142

High Team Single	
Engine Room	567

High Team Three	
Yard	1598

Ladies' High Single	
Jane Olney	119

Around the Plant

John Conley of DPE (Engines) was recently elected a vestryman of Grace Memorial Church in Phillipsdale.

Ann Knight, daughter of Paul Knight, had a very interesting entry in the recent science exhibit at the East Providence High School.

Paul Johnson is now chairman of the Board of Appeals in Seekonk, Mass.

We were glad to see John Harrington of Stock Handling and Joe Fisher, Shipping, back to work again. Both had been out for some time and we imagine they are glad to be back too.

We were sorry to hear of the recent death of Mrs. Robert Harrington, sister of Walter Varley of DPI.

Al Duarte is doing fine after an operation and may also be back by the time you read this.

Arthur Trudell of DPE has bought a home on Nevada Avenue in Rumford.

Pat Cicerelli of DPV is now in the insurance business with Raymond D. Finizia, Inc. He says he will be very happy to have your business.



LITTLE LADY. This pretty little miss is Al Carvalho's youngest daughter, Cheryl Ann. Al works in Phillipsdale Maintenance.

Twenty-two Are Paid For Winning Suggestions

TWENTY-TWO successful suggesters helped launch the 1957 program. Eighteen of them came across with money-saving ideas. One man, Louis DeBaggis of Norwood Roofing, won a total of \$65 in awards — two money-saving ideas, one of intangible value and a special award of \$20 for five accepted suggestions. Others who received an extra \$20 for five accepted suggestions were Karl Eklund, FBI, and James Ronci, FFN.

The complete list of awards for February is as follows:

Norwood Flooring Plant

Hugh Boulter, FFM	\$20
Thomas Folan, FFG	20
Clifford Johnson, FFG	20
James Ronci, FFN	40
Clarence Young, FFG	20
Bernard DeSavage, FFDA	5

Norwood Roofing Plant

Bruno Bilotta, FBPM5	\$20
Robert Byrnes, FBF	20
Louis DeBaggis, FBM	65
Karl Eklund, FBI	40
Albert Franklin, FBV	20
Malcolm LeGay, FBPM9	20
Leon Morrisson, FBPM1	20
Arnold Morse, FBPM7	20
Edward O'Rourke, FBPM9	20
Herbert Pratt, FBF	20
Harry Robertson, FBB	20
Philip Wise, FBPM6	20
Rudolph DeMichele, FBM	5
John Morrisson, FBV	5
Theodore Pierce, FBM	5
John Ventresco, FBM	5

Berry Asphalt Co. of Arkansas

By STELLA HINES

The Berry Asphalt Company of Arkansas welcomes Roy L. Zinger as manager of lubricating sales. He took over these duties on January 1.

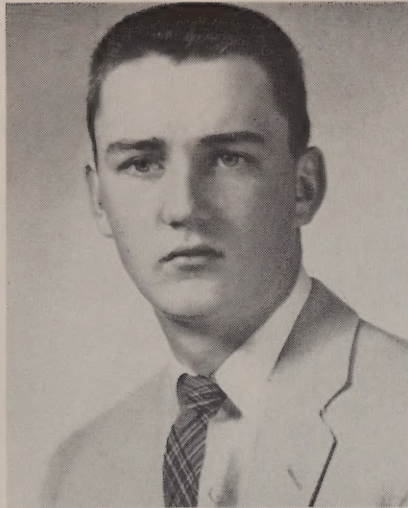
Congratulations to R. H. Cole, Jr. who is acting office manager and credit manager in the Magnolia Office of Berry.

Mr. and Mrs. H. B. Pullar are enjoying a few weeks' vacation in Florida.

Yes, spring is almost here (the middle of March). Narcissus, jonquils, Dutch iris and hyacinths are already in bloom. Tulips are pushing up through the ground. The redbud trees are beginning to look like huge bouquets — pear trees are in full bloom — and in a very short time the dogwood trees will be in full bloom.

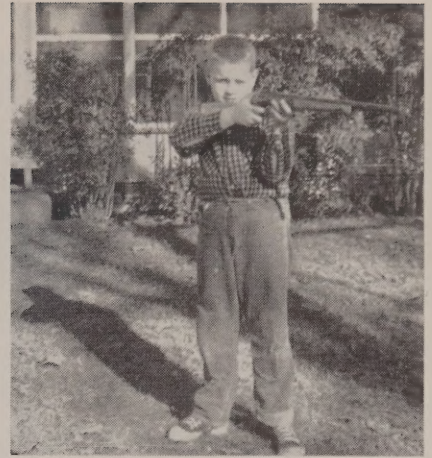


SOMEBODY'S GIRL, sure enough. The engagement of pretty Theresa Parzych of Worcester to Stanley Wasilauskas was recently announced. Stan works in the Cost Department at the Main Office.



HOCKEY STAR. Pete Wall led the Norwood High hockey team to the first Bay State Hockey League championship since the school entered the league in 1942. The 6-foot 1-inch skater scored 12 goals for Norwood during the season. Placing second with 6 goals each were teammates Hank Valentinas and David Arvidson. Pete was also selected for the Bay State All-Star team.

Pete's father and three brothers are all Bird & Son employees. Bill, Sr. his dad, and Bill, Jr., are at the Main Mill, Frank is at Roofing and Joe at the Floor Covering Laboratory.

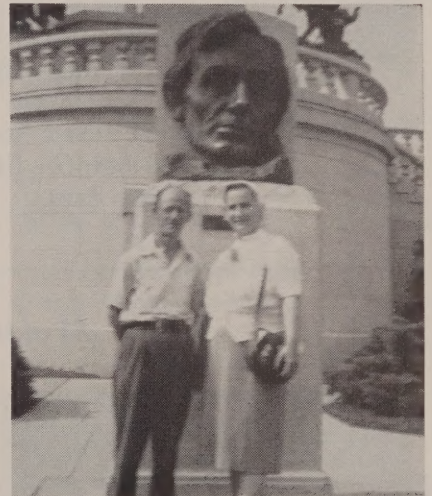


YOUNG MARKSMAN. Gary Eddy, son of Anne Eddy, Shreveport stenographer, aims his new BB gun which he received at Christmas. The picture was taken with a camera he also received. Anne says she had to buy him one, since he wanted to take pictures with her 35 mm.



GREAT LIFE! These happy little boys are Anthony Montisano's grandsons, Stephen Shilo, 2½, and Paul, his brother, 4½ months. Grandpa is employed at No. 2 Box Shop.

here and there in the Bird Family



SHRINES to the nation's great are favorite places for Americans to visit while on vacation trips. Here are the John Delaneys from Dedham paying their respects at Lincoln's Tomb in Springfield, Illinois. Mr. Delaney works at Floor Covering.



RENNIE AND FRIENDS. These are CPX (Box Sales) girls saying good-bye to Rennie Grover (seated), who is happily swapping office machine for washing machine.

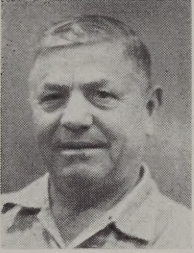
From the left, Nancy Simonelli with Carolyn Mara in back, Agnes Hefferan, Anne Kelliher, Mary Allen, Pauline Rafuse, Mildred Sanborn, Anne Walukevich in back, Gilda Savasta, Anne Smith (back) and Dorothy Gahagan.



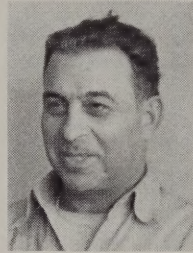
GEE, FOLKS, this is pretty nice of you." When Harold Bailey left the Accounting Department, Main Office, recently for the service, a lot of people offered lots of good wishes. Here are some of the gang.

The Inquiring Reporter

The Question: **What do you want to do when you retire?**



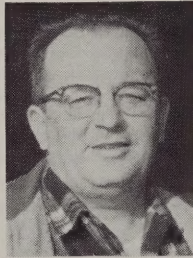
ANTONIO RAFFAELO, Combiners, No. 1 Box Shop. I am planning to take a trip to Italy when I retire. This will be in 1958.



DOMINIC LONG, truck driver, W. J. Hill. I want to go touring the U.S.A. from coast to coast. Not by plane, by car. As a matter of fact I am going on a trip with the family this summer for a month, to Texas and California. It should be pretty comfortable. I have an Olds 98.



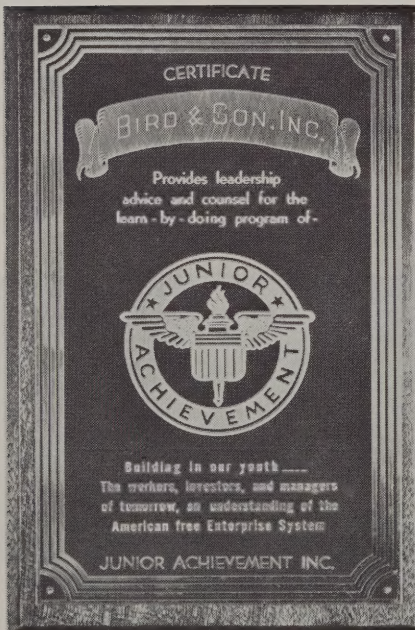
EVELYN THOMAS, Payroll Dept., East Walpole. Being a married woman, I hope to retire before 65. If at 65 I have yet to retire, I would like to take a nice trip to see some of this world we live in and then settle down to live a peaceful and helpful life the remainder of my days.



JOSEPH SAVINO, Granule Plant, Norwood Roofing. When I retire, it's Florida or California for me. I don't like the cold and snow.

Review reporters who got these interviews were: Patrick Silvestri, Albert Boonstra, Mary Sexton and Arthur Armour.

They Help Teenagers Understand Business



RECOGNITION for service to the young people of the town. The plaque is a handsome object, the face being mounted on a block of polished mahogany.



JUNIOR ACHIEVEMENT plaque was presented to Bird & Son for its sponsorship of a Walpole JA group at a dinner in Boston recently. Group advisers from Bird & Son and Director of Personnel John J. Murphy, representing and John

management, pose in the lounge of the Triangle Building with the award. From the left are: Perley Mudgett, William E. Smith, Jr., Benjamin Beale (Walpole Junior Achievement organizer and also an adviser), Mr. Murphy and John Carey.

Long Service List

April Employees

Name	Year	Dept.	Years
Tony Milus	4-29-12	Roofing	45
Nicholas Hrenchuk	4-5-18	Paper Mill	39
John L. Stupak	4-17-18	Roofing	39
Andrew L. Stupak	4-17-18	Floor Covering	39
Ralph E. Nutter	4-22-18	Floor Covering	39
Joseph Adamonis	4-25-18	Floor Covering	39
Elton E. Hamilton	4-14-20	Floor Covering	37
John E. O'Donnell	4-22-20	No. 1 Box Shop	37
John G. Eppich	4-16-23	Floor Covering	34
John Aidukonis	4-17-23	No. 1 Box Shop	34
George G. Bigelow	4-18-23	Floor Covering	34
Patrick Silvestri	4-24-23	No. 1 Box Shop	34
James O. Lowe	4-24-23	Roofing	34
Salvatore DelSignore	4-25-23	Paper Mill	34
Ralph L. Watson	4-3-25	No. 1 Box Shop	32
Bernardo Maini	4-7-25	No. 1 Box Shop	32
Ralph Farris	4-21-25	No. 1 Box Shop	32
Ralph V. Thayer	4-30-25	Finishing Mill	32
Alessandro Alessandrini			
Peter J. Frain	4-2-26	Roofing	31
Andrew G. Hazlett	4-5-26	Floor Covering	31
Joseph P. LeBlanc	4-5-26	Floor Covering	31
Pasquale Alberico	4-8-26	Roofing	31
Stanley Wasiliauskas	4-12-26	Roofing	31
Rudolph DeMichele	4-4-27	Roofing	30
Harold A. Dunakin	4-7-27	Roofing	30
Henry C. Cecchi	4-22-27	No. 1 Box Shop	30
Adam Scott	4-18-28	Floor Covering	29
John W. Faulkner	4-26-28	Floor Covering	29
Salvatore Frangiosa	4-30-28	Roofing	29
Edward A. Knaus	4-30-28	Maintenance	29
Michael J. Sameski, Jr.			
Joseph Strumskis	4-11-29	Maintenance	28
Nelson M. Phillips	4-15-29	Roofing	28
Helen E. Makarevich	4-18-29	Floor Covering	28
Robert A. Beattie	4-10-30	Office	27
Eino H. Heikkila	4-21-30	Roofing Sales	27
Kimble P. McEwen	4-13-31	No. 2 Box Shop	26
Giuseppe DiVirgilio	4-21-31	Paper Mill	26
A. J. Carlton Rafuse	4-28-31	Roofing	26
Garnet S. Patterson	4-26-32	Floor Covering	25
Joseph G. Doran	4-20-37	Floor Covering	20
Charles A. Novick	4-21-37	Floor Covering	20
George W. Grover	4-30-37	Floor Covering	20
John E. Spillane	4-6-42	Floor Covering	15
John Grudinskas	4-7-42	Roofing	15
Rocco V. Phillips	4-7-42	Roofing	15
Harold Corbett	4-7-42	Roofing	15
Albert P. Serani	4-13-42	Roofing	15
Frank J. Herman	4-24-42	Roofing	15
Alexander Kupraszewicz			
James J. Murray	4-27-42	Roofing	15
Nader Kalleil, Jr.	4-28-42	Roofing	15
John C. Gnecco, Jr.	4-30-42	No. 2 Box Shop	15
Beryl V. Johnson	4-30-42	Roofing	15
Francis X. Lantier	4-1-47	Floor Covering	10
Henry A. Marden		Sales	10
Katherine F. Niden	4-14-47	Roofing Sales	10
Vito Mazzotta	4-22-47	Floor Covering	10
Frank Vitkosky	4-22-47	Maintenance	10
Douglas J. Marvel	4-25-47	Floor Covering	10
Harold E. Costello	4-28-47	Floor Covering	10
Richard Duncan	4-1-52	Roofing Sales	5
Oscar Koch	4-7-52	Roofing	5
William J. Wenzel	4-7-52	Roofing	5
William F. Owerka	4-10-52	Roofing	5
John Survila	4-10-52	Floor Covering	5
Michael J. Foley	4-11-52	Roofing	5
John A. Pesta	4-14-52	Roofing	5
Joseph V. Simpson	4-14-52	Roofing	5
Anthony F. Smith	4-14-52	No. 2 Box Shop	5
William H. Boone, Jr.	4-14-52	Roofing	5
Stanley A. Stepanski	4-15-52	Roofing	5
Walter S. Siderwicz	4-21-52	Paper Mill	5
Peter Jara	4-22-52	Office	5
	4-25-52	No. 1 Box Shop	5
PHILLIPSDALE			
John P. Harrington	4-27-21		36
Joseph White	4-13-23		34
Manuel P. White	4-21-23		34
Everett A. Rockwood	4-15-25		32
John C. Soderlund	4-27-37		20
Miguel Tavares	4-6-42		15
Lionel A. LaGrandeur	4-28-52		5
GLENWOOD			
John Henry Miles	4-5-52		5

Sparkling New for the Ladies



EYES OF TEXAS HOUSEWIVES in El Paso are turning to this smart Bird VINYL Floor Covering window at Albert Mathias & Co., Bird distributor. Men responsible for display here

are long-time Bird salesman Fred W. Jakel, Sid Mayer, president of distributor, Carl Johnson, manager of Mathias floor covering department, and Bob Hill, Bird salesman.

CHICAGO

Albert M. Dobbins	4-14-23	Sales Mgr.	34
James E. Stanek	4-8-25	Midwest Dist.	32
Ernest Jacobs	4-25-25		32
Roswell Dodge	4-9-26		31
Thomas J. Jones	4-23-29		28
Waldo M. Overholt	4-23-29		28
Melvin L. Thompson	4-9-47		10
Roland Abraham	4-10-47		10

John Stankevich	4-5-29	28
Robert A. Barss	4-29-29	28
James Hazlett	4-5-52	25
John F. McLeod	4-7-42	15

PHILLIPSDALE

Vincenzo Cicerelli	4-13-16	41
William B. Callan	4-25-17	40

CHICAGO

John W. Dexter	4-8-25	32
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SHREVEPORT

Harvey B. Beauchamp	4-15-37	Sales	20
Claude C. Andrews	4-26-37	Sales	20
Daniel L. Patton	4-8-52		5
Marion O. Madden	4-12-52		5
Johnnie B. McShan	4-28-52		5

BERRY ASPHALT COMPANY OF ARKANSAS

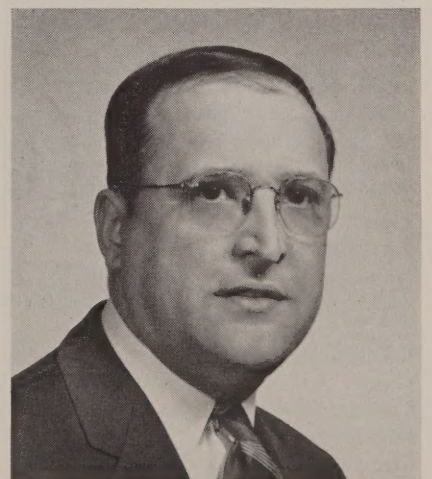
John Atkins	4-8-31	Waterloo	26
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Former Employees Now Retired

EAST WALPOLE AND NORWOOD

Frank W. Fisher	4-3-95	62
Kenneth McLennon	4-9-00	57
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Promoted



FRANK CARCHEDI, newly named at Norwood Roofing as office manager and planning head. Moving up from supervisor in the plant's Shipping Department, Carchedi succeeds Ed Hiller, who held this job for many years and has left to live in Florida. Mr. Carchedi's story appeared in last month's Review.

Edwin M. Lines

EDWIN M. LINES, retired and formerly director of research for Bird & Son, died February 27 at his home, 149 Village Avenue, Dedham, at the age of 75.

Mr. Lines had a long and distinguished career with Bird & Son, starting in 1921 as engineer at the Norwood Roofing Plant. In May 1922, he became superintendent of the two Norwood plants. When the company's research program was formalized under a separate department in 1928 he was made assistant director under George R. Wyman. Upon Mr. Wyman's retirement from active work in 1933 Mr. Lines became director of research. He was named to the Board of Directors of the company in 1935.

New Products Developed

His term as director of research encompassed the difficult years of the depression and World War II. He was instrumental in helping develop such products as Rubberlike, Duracork and Insulating Bric Siding, all of which became new products in the 30's. Bird Tie Pads were introduced by his staff in 1941. Shortly after the end of the war Bird Linoleum was developed and introduced as a new product through his efforts.

Mr. Lines' retirement took place January 1, 1948.

Degrees from Yale and M.I.T.

Born in New Haven, Connecticut, he was the son of Bishop Edwin S. Lines of Newark, New Jersey. He graduated from Yale in 1903 with a degree in Mechanical Engineering and from the Massachusetts Institute of Technology in 1905 with a degree in Electrical Engineering. He had worked for Westinghouse and the Barber Asphalt Co. as engineer and superintendent before entering upon his Bird & Son career.

Mr. Lines had been treasurer and senior warden of St. Paul's Episcopal Church, Dedham, for many years. Funeral services for him were held in that church on March 1.

He is survived by his wife, the former Agnes Tyler, two daughters, Mrs. Howard A. Johnson of Dedham and Mrs. Virgil H. Johnson of Walpole, and a brother, Harold S. Lines, of Falmouth.

Samuel DiFlaminies

SAMUEL DIFLAMINIES, remake inspector and utility man in the Finishing Department at the Norwood Roofing Plant, died March 2, after a short illness. He was 57 years old.

Always at Norwood Roofing

Mr. DiFlaminies was born in Italy on October 12, 1899, came to America in 1920 and became a citizen. He worked briefly at Bird & Son when he first arrived, left for New Jersey, then returned to Norwood and began his permanent employment here on September 22, 1924. He always worked at the Roofing Plant and spent all but a short time in the same department, Finishing.

Funeral services were held on March 5 at the Kraw Funeral Home, followed by a solemn high mass of requiem at St. Catherine's Church, Norwood. Burial was in Highland Cemetery.

Mrs. DiFlaminies, the former Nicolette Antonelli, of 29 Tremont Street, Norwood, survives him, as does a son, Samuel, who was recently married and also lives in Norwood. Four first cousins of Mr. DiFlaminies' all work at Bird & Son: Amedio, Angelo, Alfred and Albert DeFlaminis.

Acknowledgments

To thank you for your kindness and sympathy at a time when it was deeply appreciated.

The Foley Family

Your expression of sympathy will always be remembered most sincerely.

Louise H. Bailey

Sincerely thanking you for the kind expressions of your sympathy.

The Gray Family

Your thoughtful expression of sympathy is deeply appreciated and gratefully acknowledged.

Hilda Rafuse
Pauline Rafuse
Charles Rafuse

Gratefully acknowledging and thanking you for your kind expression of sympathy.

Kaseta Family

Thank you for the flowers and the kind expressions of sympathy during our recent bereavement. They were very much appreciated.

Mr. and Mrs. Ralph H. Hall
and Family

Thank you sincerely for the flowers and your kind expression of sympathy. They were deeply appreciated and are gratefully acknowledged.

George Bigelow
Edgar Bigelow

Thank you for your kindness and sympathy at a time when it was deeply appreciated.

Mr. and Mrs. Ronald Foster
Mr. and Mrs. Gordon Russell



JUNIOR ACHIEVEMENT Trade Fair in Boston, the last of January, finds the Bird & Son—Kendall Company sponsored exhibit being visited by His Honor the Mayor of Boston, John B. Hynes.

At left is Betsy Gregg, Walpole Junior Achiever. Right, adviser John Carey (Bird & Son) and Mayor Hynes. Display shows the Walcraft Company product, a utility tray, in the various production stages. There are 82 JA companies in eastern Massachusetts alone this year.

BIRD CLUB

On to Washington!

ANDY CENTER is all set for the tour he is leading to Washington, D.C., over the Easter week-end. Thirty-five have signed up for this special \$50 package trip. Sorry, reservations are all made so late comers will be out of luck this time. All who are signed up look forward to a wonderful time. This is the longest trip the Bird Club has attempted to date.

Men's Bowling

With the season getting near the end, the temptation to forecast the winning team and individual top scorers gets stronger. The latest tally sheet to reach the Review office shows FBM (Roofing Maintenance) team leading both EM (East Walpole Machine Shop) and FBV (Roofing Shipping) by 8 points. If FBM wins the second half as they did the first, the season's winner will be pretty well sewed up.

Moe Bader was holding high average lead by two-tenths of a point ahead of Angelo LaSalvia, who had been on top with John Woloshyn in second place and Earle Higgins right around the same score — all averaging 106 or 107. The others in this elite group of consistent high pin toppers include Fred Turco, Julie Aukstolis, Roger Anderson, Joe Purpura and Peter Didick.

Cribbage

The fifth cribbage party was held Thursday evening, February 21, with 16 players, reports chairman Charles Locke. Winners tied with 10 games each, so first and second prizes were split by George Kelliher and Heinie Nordstrom.

The door prizes of baskets of fruit were won by Joseph Sastavickas, FFM, and Spencer Peckham, FXR.

Tri-Mill Sports Annual Meeting Elects Officers for 1957

Victor Leontie Is President

The club had its annual meeting March 9 at the Ten Pin Inn in Walpole, where we enjoyed our usual menu of broiled chicken and steak, Bill Mark writes.



MISS TO MRS. Here is Shirley Buck, now Mrs. James Cleaves, seated in front, and friends in Stenographic, Main Office, just before her wedding, January 26. Kneeling beside her is Charlotte Taylor and in back are: Frances Rubini, Julie Kucab, Jean Peavey, Robert Kallstrom, Mary Zinni, Barbara Hanks, Judith Leary, Robert Ripley, Beatrice Manzer, Marion Weiker and Alice Ruzzano.

New Officers elected at this time for 1957 are:

President, Victor Leontie, FFR

Vice President, Uuno Wiik, FBN

Secretary, Robert Weger, EME

Directors for 3 years

Joseph Sastavickas, FFM

Percy Spiers, FXF

Louis Camelio, FFM

Mass. Federation of Sportsmen's Clubs

Delegate, Victor Leontie

Alternate, Uuno Wiik

Norfolk County League Delegates

Uuno Wiik, Joe Mussi, John Bennett

Alternates: Arthur Vozella, Charles Zabrowski, Victor Leontie

The club heard and voted on the legislative report submitted by the Massachusetts Federation of Sportsmen's Clubs. An active discussion was held concerning the 1957 program. Aldo Bertoni was appointed chairman of the Program Committee for 1957.

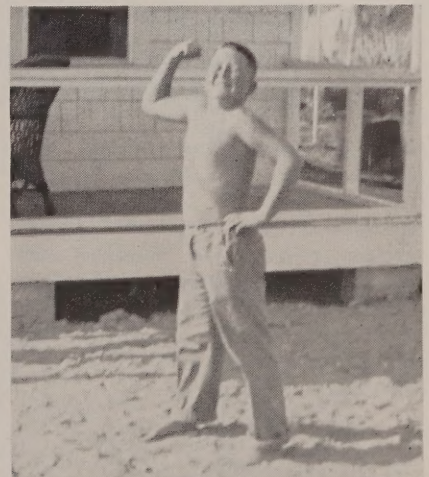
Bob Weger and his rippling electric guitar supplied the entertainment for the evening.

Veterans Show

We took our show to the West Roxbury VA Hospital on February 20, Pat McDonald reports. We'd like to thank



PROMOTED. Mr. and Mrs. James Wilkes of Norwood are proud to announce the promotion of their son Andrew to staff sergeant in the Air Force. Andrew, here at an informal presentation ceremony, is with the 22nd Fighter Day Squadron in Germany.



LITTLE LEAGUE HOPEFUL. This is Tommy Folan, 11, taken last summer at his folks' cottage at Rexhame Beach, where he keeps in trim for the next Little League season. Tommy plays for the Detroit Tigers (Norwood) and looks forward to another good year. His dad, Tom, Sr., is employed at Floor Covering Shipping.



CAREER GIRL'S GOOD-BYE from all her office friends as she sets out to be a real home girl. She's Laura Ferrera, seated at left, with "Pat" Bandoni, Caroline Cogswell and Connie Anderson down in front with her.

Bird Club, continued

all the cast, as always, for putting on a fine entertainment. Especial thanks go to: Matty Connolly for acting as master of ceremonies in place of Jerry Norton, regular MC, who couldn't be there; to Roderick Thomson, who played the bagpipes in place of his wife for the Scottish dancers, and also to John Campbell and Donald Murray, who played selections with Mr. Thomson; and to the Lady Cooties of Norfolk County Nest No. 18 and County Council of the VFW for their help.

New people in the cast welcomed at the February show included Lois Clark, singer, Marilyn Callahan, accordion player, and Billy Dalton and Phil Fanning, who sang with Matty Ross.

Neponset Choral Spring Show

The cast of "The Yeomen of the Guard," this year's Gilbert and Sullivan show, is rounding the bend and starting down the home stretch. The professional coach has taken over. Rehearsals are twice a week now. Tickets are ready to go on sale. Publicity campaigns are getting under way. In short, the Neponset Choral Society is now "on location" for the big performance, coming to the stage of Walpole High, May 2 and 3.

W. J. Hill News

H. C. "Happy" Hale dropped in wearing a cast on his leg, but in good spirits. Said he expected to be back soon.

We are sorry to learn that Ed Flaherty will not be able to come back because of his illness.

See "Inquiring Reporter" feature in this issue for a familiar face.

In back are: Ruth Doane, Helen Curran, Mary Moynihan, Evelyn Angus, Marty Blondell, Betty Lamore, Bert Johnson, Dottie Soderstrom with Flossie MacDonald in front of her; Alex Garner, Dot Russell, Bob Garner and Jim O'Sullivan.

Births

To the Jackie Wises, a son, Gerry Dean, January 28. (Shreveport)

To the Stephen Folans, a daughter, Brenda, February 3. (Norwood Roofing)

To the Paul Mitchells, a daughter, Tonya Gail, February 13. (Shreveport)

To the Michael Walshes, a daughter, Ann, February 16. (Norwood Roofing)

To the James B. Clements, a daughter, Ruth Anne, March 5. (Roofing Sales)

To the Robert Barbaglias, a daughter, Cheryl Lynne, March 6. (Main Office)

The Meanest Racket

One of the meanest confidence games in existence today is that which filches money from the aged man or woman living on a small fixed income.

And yet, notes Chief Postal Inspector David H. Stephens, this is a racket that has been increasing by leaps and bounds as our national population grows older, and more and more citizens live on annuities or investment returns.

"Investigate carefully before sending money through the mails to unknown persons or firms," he warned.

One racket that has particularly alarmed postal inspectors is that which offers "profitable work" to the pensioner, but which proves in the final analysis to be nothing but a scheme to defraud, Mr. Stephens noted.

It seems logical to a retired person, for example—particularly if he is laid up at home with a disability—that addressing advertising post cards would be a profitable "at home" business.

In some instances, though, where post card addressing at home "for profit, etc." is offered, it sends dollars into the hands of confidence men, not the pensioners.

The system is simple. The confidence man inserts classified advertisements in newspapers and magazines throughout the country. The ad appears in the "help wanted" columns, which would give the impression that the advertiser is in need of employees.

The ad might read:

"Earn extra cash addressing post cards at home."

This ad may go on to say that a \$1 fee is charged for "instructions." Unfortunates are taken in by the thousands.

What they receive in the mail is not a



MICHIEZENI-CARPENTIERO WEDDING. Father-of-the-bride Luigi Carpentiero, Floor Covering, sent in this fine picture of daughter Anna's wedding party. Ann worked in Purchasing at East Walpole before her marriage last fall, followed by the newlyweds' moving to California.

Back: Joe DiGiantomaso, Jack Civilinski (best man); Mark V. Michienzi, the groom, the bride, Rose M. Carpentiero, maid of honor, Mr. Carpentiero, and Joe Moylan and George Delaney.

In front are Claire Foley, Mary Ellen Regan and Eleanor Ober.

job offer. It is a booklet listing the names of several well-known firms that do advertise through post card circulars.

Then, the unfortunates check with the firms listed and find they already have an office staff employed to send out the cards.

The person who sends in \$1 for such worthless tripe feels foolish and \$1 seems hardly enough to warrant a formal complaint, so the swindler goes his merry way.

Adapted from *POSTAL SERVICE NEWS*

On the Lighter Side

It takes a lot of will to be a wisp.

Marjorie J. Marshall

One nice thing about a sports car: if you flood the carburetor you can just put the car over your shoulder and burp it.

PHILNEWS

"Hardly any boy would be a problem child if his father would put his foot down now and then—on a spading fork, with the kid holding the bait can."—Burton Hillis in *Better Homes & Gardens* magazine.

"Vacationtime is in your heart when—with a ribbon of road before you, a wonderland ahead, you deem that here, at last, is all a human can long for, till from the back seat comes a voice: 'Mom, can I have a peanut-butter sandwich?'"—Burton Hillis in *Better Homes & Gardens* magazine.

"What are you, a man or a mouse?"

"A man, of course."

"What makes you so sure?"

"My wife is afraid of a mouse."

"So what if your husband does snore?" said the neighbor. "Lots of husbands snore."

"True, true," sighed the baggy-eyed wife, "but my George is a ventriloquist and he snores on both sides of me at the same time."

A California bank received the following brief note with a final payment on an auto contract: "Dear Sirs: This should make us even. Sincerely, but no longer yours."

The saddest words

A wife can croak:

"Good evening, dear,
The TV's broke!"

There's a skeptic, who refers to it as "wedded blitz."

In our parish one afternoon, a little girl was about to witness her first benediction service. She watched, fascinated, as the altar boy lit all the candles. Then she turned to her mother and asked, "Mother, is Liberace coming?"

—Joan M. Henrion

MIXED EMOTIONS — the feelings that come over a man when he sees his new Cadillac going over the precipice with his mother-in-law in it.

Traffic Regulations Work FOR You, Not Against You!

- Drive safely and courteously yourself.
- Insist on strict enforcement of traffic laws.

**WHERE TRAFFIC LAWS ARE
OBEYED — DEATHS GO DOWN!**

Support Your Local Safety Organization



YOUNGER SET at the Bird Office say bon voyage to a friend. Here are Jackie (Jacqueline) McDonald (second from right, holding gift), who was leaving messenger department, with Donald Reed and Maurita Hennessey at left, and Dick Grant, right.



National Society for Crippled Children and Adults
11 So. La Salle, Chicago 3



BIRD NEPONSET REVIEW

APRIL 1957



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On the Cover

Releasing trout just before the Tri-Mill's children's fishing derby last May. Walter Bisdneck watches as Ted Knaus pours. This is the Neponset River up near the sportsmen's clubhouse in South Walpole.

BIRD NEPONSET REVIEW

Vol. 45 No. 4 April 1957

Published for the employees of Bird & Son, inc., and the Berry Companies to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.

Bird Plants: East Walpole and Norwood, Mass., Phillipsdale, R. I., Chicago, Ill., Shreveport, La., Glenwood, Ark., Charleston, S. C., Lewiston, Me., Manchester, N. H., and New Britain, Conn.

Berry Refining Co.: Office and Refinery, Gary, Ind.

Berry Asphalt Co. of Arkansas: Office: Magnolia, Ark. Plants: Waterloo, Stephens, Ark., and Memphis, Tenn.

EDGAR M. GROUT Editor
ELEANOR M. GARLAND Assistant Editor
KENNETH W. PIERCE Photographer

ADVISORY BOARD

JOHN J. MURPHY MARY MCCARTHY

Employee Family Has Ride in Longboat of Mayflower II

New Englanders Await Pilgrim Ship

WHEN the Mayflower II arrives in Plymouth, Massachusetts, some time late in May, several Bird families will undoubtedly be on hand to welcome her. Plymouth is a popular trek for families hereabouts, especially families with youngsters studying early American history.

Strong Local Interest

This year, with a replica of the 1620 ship arriving from England under full sail in Plymouth harbor, many a land-lubber from Norwood and Walpole will want to be present. The exact arrival date will be determined when the boat is about seven days off shore.

On "M-Day", the day of arrival, the boat will be met offshore by customs, immigration and post office officials. Two Coast Guard boats will escort her to Plymouth Bay where a parade of private yachts will greet her. The ship will drop anchor just off Plymouth Rock at twelve noon.

Harrimans in Shallop

The Pilgrim Shallop with its 14 oars, mainsail and jib, will be rowed out to the Mayflower II and Com-

mander Villiers and his crew will debark into the shallop. Shortly after this shallop was launched by Mrs. Foster Furcolo recently, Billie Harriman, the son of one of our roofing salesmen, Lou Harriman, had the thrill of riding in it. Billie's mother, Helen, is helping with the publicity on the Mayflower II. The Harrimans live in nearby Plympton. Both Mrs. Harriman and 14 year old Billie rode in the little boat.

President Eisenhower Invited

Elaborate ceremonies have been planned for "M-Day" and the two days following. There will be a special stage program at the waterfront, music, parades and a pow-wow planned by the Great Council, Improved Order of Red Men of the Reservation of Massachusetts. May 25 is official reception day, with President Eisenhower, Governor Furcolo and the British Ambassador all on the list of invited guests. Special religious services will be held in Plymouth churches the next day.

How we are doing with

National BIRD Advertising

BIRD national advertising reaches a peak at this time of year to catch the spring and summer trade.

Great TV Response

The Garry Moore Show is being well received. An offer in one of the early shows to supply the brochure on the Architect Shingle brought in over 7,000 replies. The April 8 show demonstrated the effectiveness of the Wind Seal Shingle with a movie which showed how Wind Seal Shingles stay put, even in winds of hurricane force. Other shows have emphasized the beauty, smoothness and ease of cleaning of Bird Vinyl Floor Coverings.

Watch for Post Ads

Beginning April 20 the roofing and floor covering ads started in *The Saturday Evening Post*. The first was a split ad — one section on Bird Wind Seal Shingles and the facing one on

Bird Vinyl Floor Coverings.

There will be one full color *Saturday Evening Post* ad each month (two in August) for the rest of the year.



GRANDPA'S KIDDIES. These are Alton Bailey's grandchildren, Dwain East, Beverly and Paula Gail Ridling. Mr. Bailey is a stillman in the refinery at Waterloo.

**President Anderson discusses company income —
where it comes from, how it is spent.
He points out that**

Over One Third of Each Dollar of Income Goes to Employees

LAST year all of us on the Bird & Son payroll received in wages, salaries and benefits a little over 34¢ out of each dollar taken in. That's a large slice out of the total company income.

And yet, we'd all like to be earning more. It is natural to try continually to be just a little better off than the year before.

There is only so much money to be distributed. The company must pay its bills for raw materials; it must spend adequate amounts for such items as research and repairs. It must pay taxes and our wages and salaries. There must be something, too, left for stockholders and for reinvesting in the business.

One way we can save money is by being sure that nothing goes needlessly down the drain. A little saving on waste of materials by each of 2800 people can mean tremendous savings when all added together.

Waste of time pours a lot of money down the drain too. The company can provide the best of machinery and plants, but the rest is up to us. Every new machine is an invitation to save time and effort — a chance to do your job more efficiently. A man who resists changes in work methods or machinery is hurting his own pocketbook. He wastes money when he wastes time — and the money is his company's money, from which his own wages come.

Because of economic conditions today, the cost of doing business has gone up for us year after year for the past four or five years.

Not the Answer

Price increases alone have been insufficient to keep pace with these rising costs. We have had to find ways to increase our production as well. When costs go up which can't be compensated by price increases, production must increase too. This is an economic law that is as certain as the laws of physics. It can't be broken if the company is going to survive.

That's why saving of time and material is so very, very important. That's what increased productivity means — doing every job better than before, by means of better machinery and more efficient human effort.

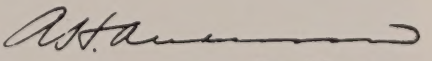
Improve Service

Another interesting thing happens when you save time and materials. You improve service to our customers. Satisfied customers come back and buy again. They spread the word and help us attract new customers. When that happens the volume of business goes up.

There is only one source of income for Bird & Son or any other company — the dollars paid in by satisfied customers. The way we do our individual jobs, day by day, determines how many of those dollars will come in.

By efficient, honest work we can bring in more dollars. When we slow down on the job, when we spoil material in process, or waste materials in other ways, we dip into the money out of which our own wages and salaries are being paid.

It's just plain good sense to do the job right today so that there will be a better job to report to tomorrow and next year.


President



An installation of tile made by the New England Lime Co. in the lobby of the Humboldt Hotel in Caracas, Venezuela.

Mineral Tile Travels Overseas

Snug and Safe in Its Bird Box

Why New England Lime Co.,
long-time supplier, is also
one of our happiest
Box Division Customers.

FOR YEARS, John Andrews, raw materials purchaser tells us, we have been buying limestone from the New England Lime Co. of Adams up in the Berkshires of western Massachusetts. We use tons of it at Floor Covering.

A couple of years ago New England Lime Co. also became a customer of ours.

They had developed a new product, mineral acoustical tile, and we designed a shipping case for it. The trick to the container was its lining, made so it stopped short of the full width of the box. You can see this in the picture at right. This space left over made an air cushion for the edges of the tile. Salesman E. P. W. Readel and Packaging Engineer Francis J. "Red" Curran designed it.

This past year, writes E. L. Kinsella, manager of New England Lime's Acoustical Tile Division, "we have shipped tile to France, Cuba, Venezuela and Africa without undue breakage."

These export shipments were made in the same Bird Better Bilt Box they used for their domestic shipments. NELCO was so impressed that their vice president, Frank S. White, told us about it. With the cooperation of the New England Lime Co. and our Box Division, the Review gathered this picture-story of old supplier turned happy customer.

(Continued on next page)



Bird sales representative Ed Readel, right, and Benjamin Beale, assistant sales manager, show the inside packing of the tile case. The outside is made at No. 1 Box Shop at East Walpole and is shipped to our New Britain plant. New Britain makes the interior packing and ships the complete units flat to the customer. Basic material is a product of the East Walpole Paper Mill, fashioned into corrugated board on the Combiners at No. 1 Box Shop.



Freighter coming into the harbor of La Guaira, port of Caracas, carried the acoustical tiles which later graced the ceiling of the Humboldt Hotel. The going looks smooth enough here! (Photo by Ewing Galloway)



Tile plant at Adams. Part of plant includes a mixer, described in the *Berkshire Eagle* as "resembling a huge malted-milk beater . . ."

Into the oven go the molds filled with mixture which makes the tiles. Here is another reminder that baking is as important a process to the hard goods industry as it is to the food industry. Remember the rubber that was "cooked" to make bowling balls? (November '56 Review.) And of course baking is one of our processes in the manufacture of floor covering.

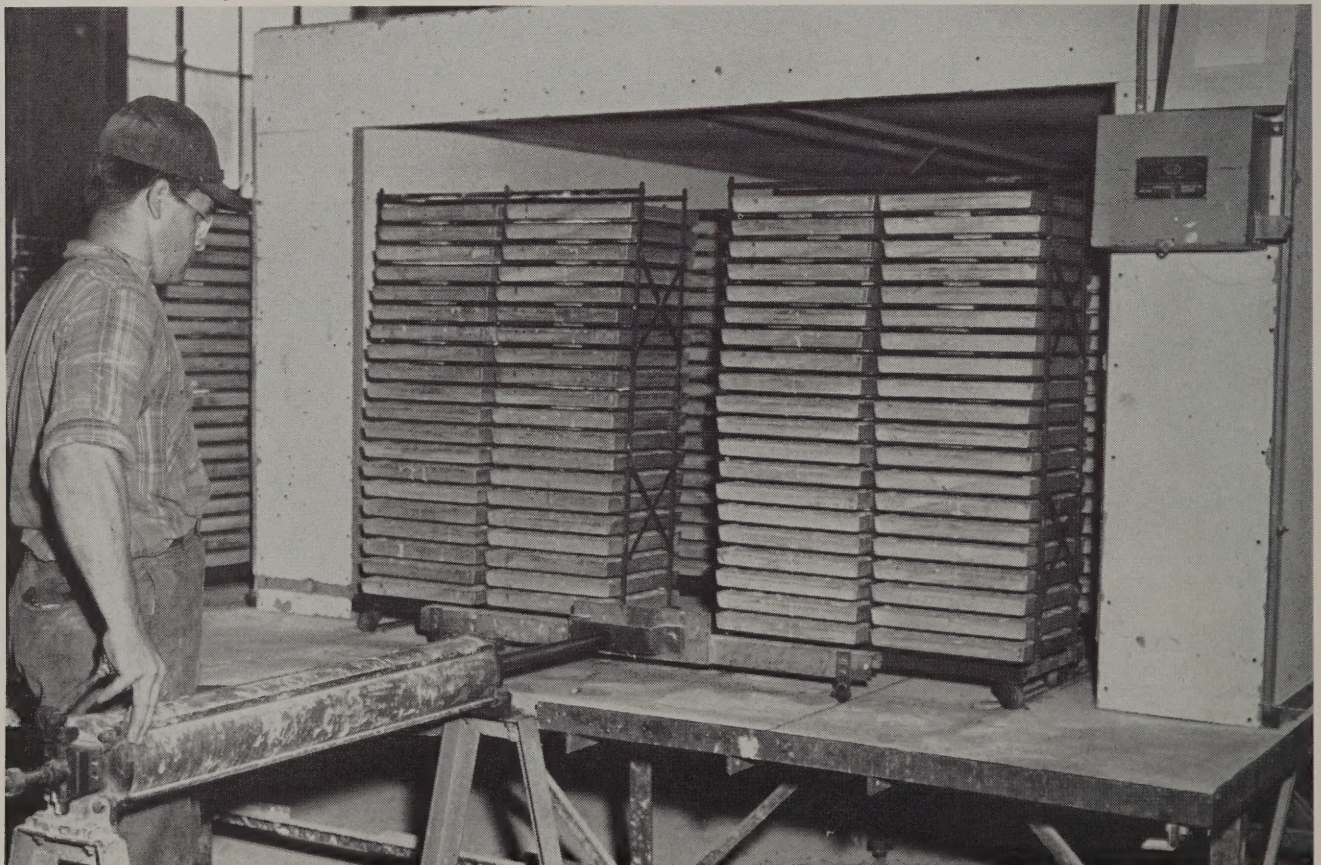
About the Tile

If you are scientifically minded — or just plain curious — you may wonder how something made out of stone can have acoustical, or sound-absorbing, properties.

These tiles are not the shiny-surfaced variety used in bathrooms. They have a dull surface, like plaster, and the material they are made of is actually full of little air ducts. Sound therefore doesn't bounce off, as it does from a smooth surface, but enters these millions of tiny holes in each tile and literally gets lost. A Kilnoise Tile (the trade name) is a kind of sound-sponge.

The finished tile needs careful handling, though it is a great deal less fragile than your wife's best china. Each tile is 12 inches square, $13/16$ of an inch thick and weighs 1.4 pounds.

They come in white or pastel colors. These tiles are installed in





First the liner then the outside case. Finally the box is sealed — 34 tiles to a case — and ready to go with reasonable care anywhere in the world.

ceilings by the usual methods, mechanical fastening or by adhesion. Tests show the tiles not only absorb sounds, but reflect light well without glare and stand up under high humidity.

Picture Credits

Photos of New England Lime Co. plant, manufacturing operations and the hotel at Caracas, courtesy New England Lime Co.

Photo of ship by Ewing Galloway.

Bird & Son photos by the Review staff photographer.

The other side of the coin, where Bird & Son is the customer and New England Lime Co., the supplier. These are bags of whiting (ground limestone). The Floor Covering Plant at Norwood uses whiting for both paint and linoleum manufacture.

Bruce Grindle, right, assistant foreman in shipping and stores, eyes a ton-and-a-half load which Joe O'Brien, fork lift operator, is stacking.

The bags, 50 pounds each, are loaded by supplier onto Bird Fibre Pal solid fibre pallets, 60 to a pallet, for ease of handling and storage by receiver.



Big Increase in Suggestions Submitted

SINCE the new, partially-identified suggestion blank went into use on March 1 there has been a big increase in suggestions submitted. In one month, the total received went up 100%.

The new system is working very smoothly and seems to be liked, according to reports from suggestion investigator Larry Aherne. A record of each suggestion is made at the Secretary's office. The names of the individual suggesters are known to the investigator so that he can talk with each one personally, but in all other investigations and decisions each suggestion is handled by number only.

Regular awards were paid as follows in March:

Norwood Roofing

Peter Carchedi, FBPM7	\$20
Luigi Cicolani, FBB	20

Andrew Wright, FBM	20
Oliver Yeaton, FBPM5	20
Patsy Famiglietti, FBF	5
Nunzio Galano, FBPM9	5

Chicago Roofing

Steve Blackman and)	
Jessie Reid)	FCPM6 \$20
Martin Rosich, FCM	20

Phillipsdale

Daniel Hourihan, DPIF	\$40
Joseph Medeiros, DPR	20

Floor Covering

Joseph Doran, FFG	\$20
Ronald Swanson, FFG	20
Domenic Bright, FFG	5
Michael D'Espinosa, FFJS	5
John Down, FFF	5
Roland Gervais, FFF	5
Clarence Young, FFG	10

Phillipsdale Foremen Start Study Course

ARROW MUTUAL Liability Insurance Co.'s special course on safety has just been given at the Phillipsdale, Rhode Island, plant. This is the same course given earlier for the Massachusetts foremen.

The instructor was again James P. Scobie, safety engineer for Arrow, assisted by Bird & Son's safety engineer, Frank V. Eisenhower. The course was under the direction of Bird & Son's training manager, H. E. "Hank" Mathieu.

At Phillipsdale, in addition to the foremen, there were two Union representatives who attended all sessions, Anthony Rochford and Arthur Hipolito. Mathieu and Eisenhower report that there has been much enthusiasm shown in the five Phillipsdale meetings.

Human Relations

Beginning in April Phillipsdale foremen will start the Human Relations Course under the instruction of Hank Mathieu. This is the same course offered to the foremen at the Massachusetts plants during the winter and completed by them in March.



TOM PAQUETTE, Floor Covering salesman, right, set up the only winning floor covering booth at the tremendous Philadelphia Home Show, February 11-16. Here he is receiving a plaque from Carl Metz, show chairman. Tom used a Vinyl display, was sponsored by Bird distributor Norman Deitch Company.

People's Capitalism

Nearly every American owns life insurance, has a savings account, or belongs to a pension plan — and much of these funds are invested in industry. Think of the people you know, possibly including yourself, who own some stock in this or that business. "People's Capitalism" seems like a good tag for our system.

Social Security for Those Now Disabled

THE year 1957 is an important one for those who are disabled or those who might become disabled. If you are so severely disabled that you are unable to work, you or your family may have rights under one or more of these three parts of the social security law:

- (1) If you are disabled and are 50 years of age and older, you may be eligible for cash disability insurance payments beginning with a payment for the month of July 1957.
- (2) If you are disabled and your disability began while you were under 18 years of age, you may be eligible as of January 1957 to receive child's insurance benefits even after reaching age 18 if either your father or your mother is receiving old-age insurance payments or if you have lost the support through death of a parent who was insured for benefits.
- (3) If you are disabled and have not yet reached 50 years of age, you may be eligible to have your social security earnings record "frozen" to protect your own or your family's rights to future benefit payments because of old-age, disability, or death.

If you, or someone in your family, may qualify under one of these provisions, see your social security office for further information.

It is important for those already disabled that applications for disability payments be filed no later than December 1957. For some persons now disabled, moreover, it is important that application be made sooner.

File Claim Now

A disabled person who has not worked after September 1954 will not be able to meet the work requirements if he delays filing a claim until after June 29 of this year. As a result, he would not be eligible to have his social security record frozen, nor to receive disability insurance benefits at age 50. He would have to wait until regular retirement age to receive any benefits, and those benefits would be reduced because of the time when he was unable to work and keep up his social security record. For many a younger disabled worker, it may also mean the complete loss of all benefit rights.

The Social Security office nearest you will be glad to provide additional information.

New Foreman



John Reddick

Appointment Made Last Month

WHEN John Reddick, new foreman of No. 9 Machine at Norwood Roofing, graduated from the University of Massachusetts in 1950 he decided to look for work first in his own neighborhood. A native of Sharon, he had attended its public schools and then served a tour of duty in the Navy before going on to the university at Amherst

U. of Mass. and U. S. Navy

John joined this company in July, 1950 as a special inspector of roofing under Stanley Sallie, chief chemist. He brought to the job a good general education in business, obtained in his four years at the University of Massachusetts, plus some interesting and practical knowledge from his U. S. Navy career. With the Navy he had served for a time at the recruiting station in New York City. Then, when John L. Lewis threatened to shut down the coal mining industry in 1945 and 1946 and the government took over, Reddick was one of the yeomen assigned to clerical duties in the Department of the Interior at Washington.

Learning the Ropes

After a year with Bird & Son on inspection work at the Norwood Roofing Plant, John Reddick took on the additional duties of night supervisor. He was next named assistant foreman of machine departments in January, 1952, and a night foreman in July of

1953. This post he held until his recent assignment as foreman of No. 9, the machine built in 1949 which produces both shingles and roll roofing.

Sports Interests

Working nights hasn't left him much time for outside activities, but he has continued his strong interest in sports. For two seasons he has played center on a roofing plant basketball team and in summer has played a little softball and a lot of golf.

Mr. and Mrs. Reddick live in Norwood with their three husky boys, Kenneth, 7, Gordon, 5, and Donald, 3. Mrs. Reddick is the former Ruth Jenness of Norwood.

Long Service List

May Employees

Name	Year	Dept.	Years
Pasquale Sansone	5-4-10	Floor Covering	47
Helena G. White	5-8-13	Office	44
Axel H. Anderson	5-1-18	President	39
Martin Flaherty	5-9-18	Paper Mill	39
William J. Ivatts	5-28-18	Maintenance	39
Stephen Surkont	5-7-20	Floor Covering	37
Frank Armukevich	5-19-20	Floor Covering	37
Arthur W. Mellin	5-25-20	Office	37
Clarence G. Hagman	5-12-22	Floor Covering	35
Adam Sidlauskas	5-31-22	Floor Covering	35
Jeremiah Collins	5-1-23	Power Plant	34
John Kacinauskas	5-8-23	Paper Mill	34
Albert S. Hayward	5-12-23	Floor Covering	34
Martin F. Connolly	5-18-23	No. 1 Box Shop	34
Nellie L. Coughlin	5-1-24	Office	33
Mary S. Nevins	5-1-24	Office	33
Melvin J. White	5-16-24	No. 1 Box Shop	33
Paolo Persechino	5-4-25	No. 1 Box Shop	32
Ira M. Treen	5-5-25	Floor Covering	32
Joseph J. Stepanowich	5-8-25	Floor Covering	32
Joseph Giampa	5-6-26	Roofing	31
Frank Mazzocca	5-14-26	Roofing	31
John E. Folan	5-14-26	Roofing	31
Deeb Esber	5-18-26	Roofing	31
John A. Pratt	5-21-26	Roofing	31
Byard W. Bennett	5-9-27	No. 2 Box Shop	30
Amos T. Dixon	5-14-28	No. 2 Box Shop	29
John Walsh	5-15-28	Maintenance	29
James T. Weir	5-20-31	Roofing	26
John E. Donohue	5-25-31	Roofing	26
Leon Trakenivecus	5-25-31	Roofing	26
Ronald Swanson	5-28-37	Floor Covering	20
Huntington T. Monroe	5-14-42	No. 1 Box Shop	15
Egnazio Annese	5-2-47	Floor Covering	10
Nelson A. Urquhart	5-12-47	Floor Covering	10
Vincenzo Rondinelli	5-12-47	Floor Covering	10
Terrence P. Kelly	5-13-47	Floor Covering	10
William F. O'Donnell	5-21-47	Floor Covering	10
Rosario Cordo	5-26-47	Roofing	10
Leo F. McEwan	5-26-47	Roofing	10
Russell Mattson	5-26-47	Roofing	10
Henry L. Hudson	5-28-47	Paper Mill	10
Theodore R. Freeman	5-19-52	Floor Covering	5
Robert W. Groh	5-19-52	Floor Covering	5
Thomas H. Johnson	5-19-52	Roofing Sales	5
John Walshe	5-20-52	No. 1 Box Shop	5
Anthony Petraitis	5-20-52	Floor Covering	5
John E. Conroy	5-28-52	No. 1 Box Shop	5

MANCHESTER

Theresa L. Provencher	5-12-52	5
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PHILLIPSDALE

Serafim Moreiro	5-22-17	40
John S. Vargas	5-26-22	35
Theodore B. Maddern	5-27-25	32

Charles F. Sinnett	5-7-29	28
Charles F. Hoard	5-13-42	15
James W. Hammond	5-22-42	15
Benjamin S. Pino	5-21-47	10
Alfonso Duarte	5-16-52	5

CHICAGO FLOOR COVERING OFFICE

Virginia Szukalla	5-21-26	30
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CHICAGO

Lawrence Howell	5-3-20	37
Harold W. Altman	5-21-23	Purchasing Agt. 34
Harry Jensen	5-26-24	33
James B. Scott	5-31-29	28
Earl D. Baker	5-25-42	Sales 15
Eddie Mewman	5-29-47	10
Waski Salik	5-12-52	5

BERRY ASPHALT COMPANY OF ARKANSAS

Chris Waters	5-15-32	Waterloo 25
Malvern O. Herring	5-4-37	Waterloo 20
Carmen Jean Ray	5-28-52	Magnolia Office 5

BERRY REFINING COMPANY — GARY

Robert Swisher	5-6-47	10
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Former Employees Now Retired

EAST WALPOLE AND NORWOOD

Paul Kruchas	5-20-07	50
Mike Minkevics	5-4-10	47
Michael Connors	5-1-16	41
Michael Novick	5-16-16	41
Wesley A. Beaulieu	5-14-17	40
Peter Rukstalis	5-29-17	40
Nicolantonio Puopolo	5-31-17	40
Winifred Rhind	5-6-18	39
Thomas Foley	5-31-18	39
Stanley Pallicko	5-20-19	38
Anisim Nikituk	5-20-20	37
Bernard H. Bailey	5-31-21	36
Frank V. G. Heinonan	5-24-22	35
Oreste Saraca	5-19-23	34
Coleman J. Foley	5-5-24	33
Harold M. Hale	5-22-25	32
Alpheus E. Matthews	5-25-25	32
Paul Weta	5-14-26	31
Ben Semski	5-18-26	31
Elaros J. Balutis	5-12-27	30
Wilmot C. Irving	5-16-27	30
Julian Borowko	5-1-29	28
James Clancy	5-25-31	26

PHILLIPSDALE

Stephen Baron	5-12-23	34
Manuel M. Avila	5-16-24	33

CHICAGO

Clemens Reithofer	5-21-26	31
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Leon Bahonski

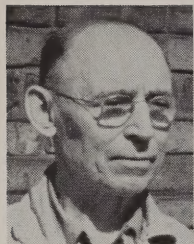
LEON BAHONSKI, roofing plant worker who retired in 1954, died at the Norwood Hospital on March 7. He was 68.

He began with Bird & Son at the East Walpole Boiler Room in March, 1927. After four years there he transferred to the Slate Handling Department, Norwood Roofing. He later became a tractor driver servicing No. 1 Roofing Machine with surfacing slate and remained on this job until his retirement in August, 1954.

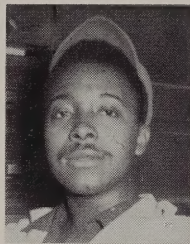
Funeral services were held at St. George's Orthodox Church, South Norwood, March 11. Burial was in Highland Cemetery. He left no immediate family.

The Inquiring Reporter

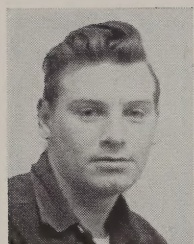
The Question: **If you were a supervisor (or if you are), what is the most important quality you'd want to find in an employee?**



ANTHONY SOLTAN, supervisor, Chicago Sample Dept. I like a conscientious person. That means to me a person who is dependable and applies himself to his job in a steady and interested manner, and with pride in doing a neat and good job.



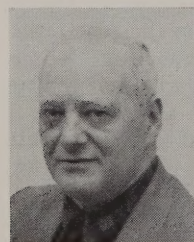
CHARLES HOLIDAY, Chicago's No. 6 Machine: First, I would like to have a man who cooperates with the group he works with. Second, I would want a man who does what I tell him to do. Third, I would want a man to come to work all the time.



AUGUST "GUS" HOLTMAN, No. 6 Machine, Norwood Roofing: I would want him to be trustworthy, a patient and honest worker, and a gentleman. I would want him to bring his troubles to me for advice. And he must be a man of good character.



JANET LABER, Main Office, Building Materials Sales: I believe the most important quality would be the ability to get along with their fellow employees. Harmony among employees should make any department more efficient and therefore more profitable to the company as a whole.



ELBERT ALLEN, Printing Machines, Floor Covering. The most important quality in an employee is dependability. He should try to be a conscientious worker.

CANCER'S SEVEN DANGER SIGNALS

- 1 Unusual bleeding or discharge
- 2 A lump or thickening in the breast or elsewhere
- 3 A sore that does not heal
- 4 Persistent change in bowel or bladder habits
- 5 Persistent hoarseness or cough
- 6 Persistent indigestion or difficulty in swallowing
- 7 Change in a wart or mole

None of these symptoms necessarily means that you have cancer but any one of them should send you to your doctor! Cancer is usually curable when detected and treated early.

**REMEMBER THE DANGER SIGNALS!
FIGHT CANCER WITH A CHECKUP
...AND A CHECK**



Review reporters who assisted with this column were Virginia O'Brien, Mary Driscoll, and Dorothy Hawes.

Over One Million Safe Man-Hours!

DID you notice who heads the list on the safety chart at the bulletin boards? The Chicago Roofing Plant has been in the top position for some time. This means they have worked more man-hours without a lost-time accident than any other plant.

Last July they completed 1,000,000 man-hours of safe work. Now the figure is well over the 1,300,000 mark.

The Shreveport Felt Mill, however, still holds the record of the most calendar days worked safely. Their record is 1889 days, against Chicago's 900.

These are safety records to be proud of. They make everybody happy.

Get the Protection You Are Paying For

IF your group insurance and retirement plan insurance policies are not up to date, you and your family may not be getting the protection you really want. Check these items:

1. Who is your beneficiary? Is it the right person? Many people forget to change their beneficiaries when they marry, or when their spouse dies. **BE SURE YOUR POLICIES** name the person you want as beneficiary.
2. Are all your children over 19? When the last one reaches age 19, be sure to notify the Group Insurance office or your plant office. The child can no longer be covered after this age, and if you fail to notify the office, you may be paying for insurance coverage that you don't actually have.

Junior Achievement Ends Successful Year

JUNIOR ACHIEVEMENT groups in Walpole, as all over the nation, will shortly be holding stockholders meetings and winding up their affairs for liquidation. This happens every year, as each Junior Achievement company is organized for one year only, beginning in October and ending in May.

Walcraft and Tri-Craft are the two organizations in Walpole sponsored by six Walpole companies: Bird & Son, inc., the Kendall Company, Bird Machine Co., L. F. Fales Machine Co., Walpole Woodworkers, Inc. and Hollingsworth & Vose Co. Tri-Craft's product was a kitchen blackboard.

Moving Up at Norwood Roofing



NEWLY APPOINTED Night Foreman Joseph Bartell (center), chats with two other new supervisors: Assistant Foremen Richard Car-

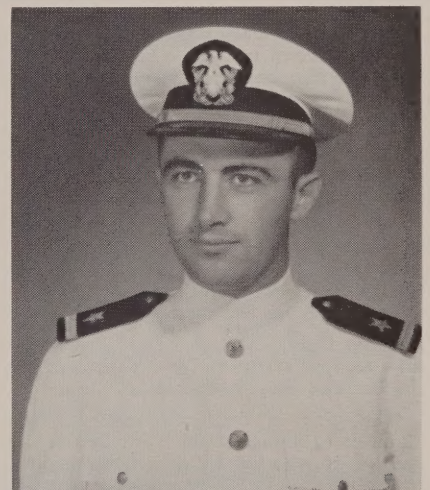
berry (left) and Kenneth Cahill (right). Their appointments were announced in the March Review.

Walcraft achievers made and sold trays and Sparkolite with automatic squeegee kit.

This was the first season for Junior Achievement in Walpole. Both students and sponsors are enthusiastic about its success. It gives high school juniors and seniors the opportunity to see for themselves how a business operates by doing all the operations themselves. Junior Achievement has been in existence since 1919 when it was organized in Springfield, Mass. It is an old and proven application of the "do-it-yourself" technique.

Benjamin Beale, assistant sales manager, Fibre Box Division, has been the organizer and enthusiastic leader of Junior Achievement in Walpole. Assisting from Bird & Son have been John Carey, General Accounting; Perley Mudgett, Paper Mill; and William E. Smith, Jr., Building Materials Sales.

Already plans are being talked up for next season.



NEW GRADUATE of Boston College, of the Norwood Roofing Plant (summers), and most recently of the Navy officers' school at Newport, where on March 1 he received his ensign's commission. This is John Folan, son of John Folan of Norwood Roofing. His dad said young John was heading for Pensacola flight training early this month.



"I'm sorry, sir, but earplugs don't come with the dinner. They're à la carte"

LONG DRINK

Massachusetts-made Moxie this year reaches its 72nd birthday with the distinction of being one of the oldest soft-drinks in the United States, and probably the only beverage of its kind to find its way into American slang, which it did as a synonym for pep, vim and vigor. Jimmy Durante and his "I've got Moxie!" was a classic example. — Mass. Dept. of Commerce.

Not many sounds in life, and I include all urban and rural sounds, exceed in interest a knock at the door. — *Charles Lamb.*

Milling Around

MAIN OFFICE

JULIA SMITH	JULIA LEWIS
JANET LABER	WILLIAM GRAZADO
LOUISA GRAHAM	MARY SEXTON
NATALIE LOCKE	PAT McDONALD
MILDRED SANBORN	RITA PETRONI
CAROLINE COGSWELL	AURORA SAVI

Tom Aldrich, son of Alma Aldrich of Traffic, has been chosen from his Scout troop to go to the national Boy Scout gathering at Valley Forge this summer.

Ann Lukow is welcomed to the Personnel Department. She transferred from Horticultural Sales.

Mr. and Mrs. Frank Reynolds had a fine cruise last month on the "Arosa Sun" to St. Thomas in the Virgin Islands; Fort de France, Martinique; Port au Prince, Haiti; and Nassau.

Mr. and Mrs. Page Bunker drove to New Jersey in March to see son Charles and his wife and new baby daughter. Little Karin is their first grandchild.

Irene Lowerison is working after school in the Box Sales. Her mother, Margaret Lowerison, works in the Multigraph Department.

We extend a welcome to Mrs. Lambert Anderson in the Statistical Department. Mrs. Anderson is the former Jo Wilson, who worked for Parky Rogers in this department before her marriage.

Diana Dery, Mary Moore and Joanne Lukow enjoyed a trip to New York over the St. Patrick's Day week-end.

The girls in Statistical took Carmela Connare to dinner at the Lord Fox before she left to take up full-time housekeeping.

Gordon Smith has transferred from



MARION WEIKER, Stenographic, seated in center, received lovely baby gifts and a bouquet of sweet peas and sweetheart roses in a china baby shoe as farewell remembrances.

Kneeling at left is Mary Nevins. At right

beside Marion is Alice Donovan.

In back: Bob Ripley, Frank Larrabee, Evelyn Wadleigh, Emily Fornaro, Gertrude MacDonald, Charlotte Taylor, Alice Wenstrom, Priscilla MacKenzie, Joan Berney, Judy Leary, Frances Rubini, Shirley Cleaves, Julia Kucab.

Freight to Cost Accounting. He is taking over Al Flammia's work.

Al Flammia left at the end of March to go to Detroit Controls in Norwood. Farewell gifts included a carton of cigarettes, a string of lollipops and a choo-choo train card. This last was no joke, however, as the cars in the little paper train each carried crisp new cash.

We welcome Ruth Perdue to Horticultural Sales in the Mill Office. She is taking Ann Lukow's place.

Friends of Ed Lincoln were glad to see him in East Walpole recently while he was making preparations to assume his new duties.

The Roofing Sales Office welcomes Elsie Battles, who was pinch-hitting for Julia Lewis, while Julia was in Florida. Julia came back tanned and singing again the praises of the Sunshine State, where only the tourists seem to take advantage of the wonderful swimming.

It was good to see J. H. Van Hoy and J. D. Johnston, managers at Charleston and Shreveport, in East Walpole recently.

A bridal shower was held on April 3 for Dorothy Soderstrom at the home of Thelma Hill, both of Roofing Sales. Doty received many lovely gifts and good wishes from her office friends.

Mr. and Mrs. A. W. Smith had a fine, 4000-mile automobile trip to Florida. They stopped on the way down at Bird & Son, Charleston, and report that they were given the red carpet treatment. Also, Al says after driving out to the end of U. S. Route 1 at Key West, he has now driven both the northernmost and southernmost ends of this route which runs through Walpole and Norwood, Mass. Another highlight of their trip was their opportunity to see the Passion Play at Lake Wales, in its very beautiful outdoor setting.

A surprise "personal shower" was given for Rory Savi by her maid of honor in recognition of her coming marriage to Edward O'Donnell, Easter Sunday.

The VK (Multigraph) Department welcomes back Mary Burns. She is working part time.

Ralph Hall, Shoe Cartons Division manager, proudly answers to "grandpa" for the first time. A daughter, Elizabeth Allen Hall, was born March 23. Her dad is Spencer Hall, now in the U. S. Army, who worked at the Roofing Plant several summers.

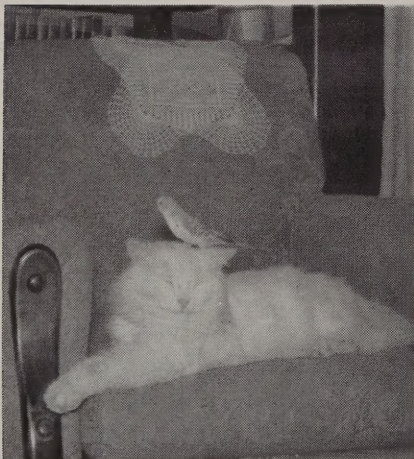
Barbara Hanks is back from a marvelous flight with her sister and aunt to Bermuda, where they stayed at the Elbow Beach Surf Club. They were on the island at the same time as the Bermuda Conference between President Eisenhower and Prime Minister MacMillan, but saw mostly the protective screen thrown around the government leaders.

Julie Perekslis came back from Miami with a tan which was the envy of the winter-washed girls back home. Julia had gone down to see her mother, who was not well. We are glad to report her mother is better.

Mr. and Mrs. Howard Hanna were in Charleston recently on a business trip. While in the South they took a short trip to Florida.

Ken Pierce, Review photographer, attended the International Photographic Exposition held in Washington, D.C., the week of March 25.

On the first day of April, Bob and Cerise Mercer stopped in East Walpole to visit old friends for a few hours. Bob was formerly connected with the Floor Covering Sales Department, and now has his own soft goods floor covering business in Pomona, California. The Mercers were on their way



ONE FOR THE BIRDS. These are Ann Lukow's cat Friday and parakeet named Eloise. Ann, who recently transferred from Horticultural Sales to Personnel, says that Friday never makes a pass at the bird. If Eloise, like her namesake, is too much of a nuisance, the cat just shakes his head a little.



THE GANG wishes good luck to Carmela Connare, down front, as she left Statistical for a more domestic role. In back from left are: Betty DiFillipo, Ruth Perdue, Nora Kane, Ann Eklund, Bob White, Marie Alexander, Margaret Taylor, Doris Wright and P. F. "Parky" Rogers.

to Europe for several months. While there, Bob will attend the International Rotary convention in Lucerne, Switzerland, as a delegate.

Frank Larrabee has announced that part of the Indian collection made by his father, the late Frederick M. Larrabee, is on exhibition at the Walpole Public Library in Walpole Center during the month of April.

Judy Leary of Stenographic left recently to accept a job in her home town of Canton. On her last day here the girls presented her with a beautiful cardigan sweater.

A baby girl, Denise Ann, was born to Frank and Palma (Bilotta) DeGrazia on March 11. Frank is a former employee and Pam worked until recently in CPX (Box Sales).

Glad to see Dot Legaski back with us after her recent illness.

PAPER MILL

THOMAS FLOOD
EDWARD GERAGHTY
FRANK NYBORN
EDWARD WISNIEWSKI
JOHN KALIS

LOUIS B. AVANZINI
ELNA GOTTBURG
NELLIE COUGHLIN
MILTON GARDNER
JAMES BARNES

MAINTENANCE

We saw Heinie Nordstrom the other day. He says he is enjoying retirement. After working around the house for a few hours, he goes down each day to the Elks where he enjoys a game of cut-throat pitch until late in the afternoon. Heinie has the job of parking cars at Workman's Hall, including the regular Friday night dances. Happy? "You bet!" says Heinie.

A beautiful Kodachrome post card showing Clearwater, Florida from the air brings a message on the back that Mr. and Mrs. Bob Hood have been enjoying Florida's sunshine and easy way of life.

Another Florida vacationist was William Ivatts, Sr. He was impressed by Marineland, the Cypress Gardens, Silver Springs and the Webb City Drug Store, so huge it sells cars!

Bob Weger, electrician, has proved that he knows his business on the guitar, too.

He was practicing one noon for his next lesson; his rock 'n roll beat was so inviting that Herb Palmquist and Joe Emerson couldn't keep their feet still. It appears we have the makings of a ballroom dancing school — Palmquist and Emerson, instructors, music by Weger.

PRODUCTION AND POWER

Our best wishes go with Tappy Ventrosa and Raymond Vitaitis as they start their new duties in the Maintenance Department. Ray is a member of the yard crew, and Tappy has started training as a piper.

A get-well-quick greeting to Thomas Clancy who is reported in the hospital again,

and a welcome back to Fiorino Felici who is back on the job again after two weeks out sick.

Tom Reed and Walter Baker are attending Peterson School of Steam Engineering in Boston to qualify for their 3rd Class Engineers' Licenses.

Twelve members of the family gathered at the Earle Quimby's on March 27 in a surprise birthday celebration for Earle.

Patrick O'Malley of the Boiler Room is back to work after a stay in the hospital.

Angelo LaSalvia has posted some terrific three-string totals in the Bird & Son Bowling League this winter: 360 — 343 — 345.



MANCHESTER'S NEW SIGN, of which they are very proud, especially since this is their first one. Note the smaller Shoe Cartons sign underneath the big trademark and the nice-looking, iron-work hanging.



THIRTIETH FOR JOHN ANDREWS, assistant to the purchasing agent (second from left) on March 7 was the occasion for lots of friends to congratulate him and wish him well. Purchasing and Traffic gave him a barometer and a handsome tie clip.

From left: Kay Padden, Mr. Andrews, Charles Makarevich, Richard Phipps, with

Herbert Church way in back, Jeanne Mahoney, Arthur Plummer, Mary Silva, Natalie Locke, Julie Perekslis, Alma Aldrich and Howard Hanna.

Mr. Hanna's 37th Bird anniversary had been on March 1 and his "gang" couldn't let the occasion go by without remembering him too, with a cuff-links and tie-clip set.



JOE TARBELL, member of championship Walpole Junior High hockey team, is the son of Lester Tarbell, assistant to Paper Division vice president. The team, which was in the North Shore Division of the Junior Suburban Hockey League, won the division championship and then proceeded to take the league championship.

Joe's dad is pretty pleased, having been a letterman himself all through high school and played three sports in college.

FINISHING MILL

We welcome Leonard Rogers and Robert Farnell, transferred from the Roofing Plant. We hope you enjoy your work here.

To Francis Devlin and Patrick Gilmartin out on the sick list, we wish a speedy recovery.

Louis Maida, vacationing in Florida, made us envious with the cards we received from him.

Sigurd Johnson has returned from a very enjoyable month's vacation in Florida.

Albert Ventola is another who has been on the sick list.

John Morrison has left us for the Great Lakes where he has taken employment with a shipping concern.

Barbara Green has terminated her temporary employment at the Finishing Mill office. Welcome to Bob Buttrick who has taken over.

Stephen Hogan has returned to work after his recent illness. Glad to see him back.

Charles Basham has left to be inducted into the Army. Best of luck from all his co-workers.

Congratulations to James "Red" Schuller on his recent promotion to the position of Foreman and to Charles Rafuse, to General Foreman.

Several of the men have started showing signs of spring fever. The general topics of conversation heard most frequently are trout fishing and gardens.

Welcome to Louis Avanzini, new Finishing Mill reporter, taking over for Jim Schuller.

No. 1 Box Shop

JOHN P. WALSH
RAMONA CHICOINE

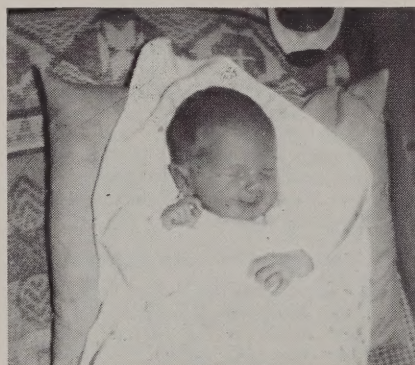
ROBERT TAUBER
MIRIAM HILL
PATRICK SILVESTRI

A hearty welcome-back is extended from Shipping to Paul Tompkins who recently returned from the Armed Forces. Good to see you, Paul.

Congratulations to George Chapman, Combiner Room, and Robert Tauber, Solid Fibre Finishing, who were both elected Town Meeting members in Dedham on March 4 for a term of three years. They both will represent Precinct 3. Incidentally this was the first time Bob had run for office.

Our sincere sympathy to Andrew Center in the sudden and tragic death of his new son-in-law, Robert Cone.

John Cotter's new bride, Veronica, is a sister-in-law to Coleman Conroy of Corrugated Finishing. John works in Shipping.



NEW LITTLE SISTER for Bob Tauber's other three is Linda Marie, photographed by dad's Polaroid not many days after the 13th of March, when she arrived.

No. 2 Box Shop

JOSEPH SMELSTOR, JR.
A. D. SMITH

ANNE KELTER
CATHERINE BRADY

There was a double dose of excitement for the Gerald Clements' family last month. First there was the arrival of the new baby boy (see births). Then while Gerald was visiting his wife at the hospital, the apartment house in which they live caught fire. This was the fire in the Sansone block at East Walpole which caused so much damage on March 16. Gerald reports that quite a bit of his furniture was damaged.

It's very nice to see Martin (Minty) Saulen back with us again after his long siege of illness.

James Maguire spent the week-end of March 17 in New York seeing the big parade. They had a fine time, Jim reports.

DOCTOR DUST is dust that accumulates on doctors, but in the paper industry a doctor is not a physician; it is a piece of papermaking equipment.

— Dictionary of Paper



CHARMING CANDID of Ken Rouillard's daughter Betty and her husband, Robert Alcorn, just after the wedding ceremony. They were married in February in Los Angeles. Ken (East Walpole Paper Mill planning head) and his wife went out for the occasion.

NORWOOD ROOFING PLANT

ARTHUR McKENNA JULIUS AUKSTOLIS
RUTH PHELAN JOHN FOLAN
JOSEPH L. CARCHEDI FRANCIS WALL
JOSEPH NEVINS MICHAEL MEOMARTINO
MARY DRISCOLL

The two sons of Valdur Muul have been in the news recently at their respective schools. Illar has been initiated into the Alpha Gamma Rho Fraternity at the University of Massachusetts, while Allan was awarded a trophy at Sharon High School for qualifying in the finals of the Bay State Basketball Tournament.

A new tax exemption and playmate for his son, David has arrived at the home of Peter Carchedi, No. 7 machine tender. She is 7 weeks old and will be called Cheryl.

We were glad to see retiree, John Rogers, who makes his home down in Hyannis and who dropped in for a visit recently. John says he enjoys getting the Review each month.

Sympathy is extended to John Grudinskis upon the passing of his mother-in-law in Fall River.

Herbert, Jr., son of Herb Davis, engineer, has enlisted in the Armed Services, and is now stationed at Fort Dix, New Jersey.

Joe and Pauline Zabrowski, with son Denis, have already started seasonal week-ending at their summer place at Sebago Lake, Maine.

Luigi Cicolani reports that his son George, U.S. Navy lieutenant stationed in California, is now assigned to duty in the Far East. He has been home recently just before starting overseas. His wife and baby plan to stay with Luigi's family for the present.

Welcome to Joe Carchedi who takes over as reporter for No. 9 machine, replacing

Dick Carberry who has become an assistant foreman.

Our sympathy to Harry Sahlin at the Granule Plant who recently lost his father.

FLOOR COVERING PLANT

WILLIAM MELISH	GEORGE SHACKLEY
GEORGE GROVER	DOROTHY HAWES
CHARLES COBB	FRANK SHUMSKI
THOMAS BLUNDELL	JOSEPH WALL
NAZARENO LORI	JOSEPH RADZEVICH
WILLARD JONAH	

Vito DiCicco, Undercoat Department back tender, and Vice President of Local 385 recently returned from a convention in Philadelphia.

Carl Chellquist of the Laboratory has been sawing a number of trees down on the lot adjacent to his house in Holliston. Carl plans to start a garden and sell the produce at a roadside stand which he intends to build on the same lot just off the street. Carl should not have any trouble selling, with his two beautiful daughters at work there.

We enjoyed the cigars Bronislaw Janowski handed out recently on the occasion of the birth of his baby girl (see also births).

We extend a warm welcome to Nelson Urquhart who has transferred from the Undercoat to the Linoleum Department.

Thomas Cotter, calender operator, had a pleasant time and trip to New York City over St. Patrick's week-end.

Nick Ferrara who runs the marble crane in the Linoleum Department is doing a grand job of getting the Norwood Little League started. Nick is this year's president.

A speedy recovery is wished for Dominic Frucci and John Long who have been out on the sick list.

Irene Cormier, wife of William, machine tender in the Undercoat Department, recently returned from a winter vacation in Florida.

Carol Hunt, popular office worker at the Floor Covering Plant, was given many gifts from co-workers when she reached her 19th birthday. The gifts were given to her at home on the evening of the event.

Bob Bowler of Research Laboratory has acquired a Bassett Hound dog. Bob claims the early morning and late evening walks he takes with the dog keep him in good physical condition.

Peg Allen of the Laboratory attended the St. Patrick's Day Parade at Boston with a number of friends from Hopkinton and Norfolk, Mass. Reports reveal the group had a wonderful time and all were quite pleased with the Irish celebration.

John Woloshyn, popular sportsman, has left to become golf pro and greens keeper at Franklin Country Club. John has been Bird & Son's outstanding golfer ever since he joined the company twenty years ago. In addition he has been a tireless worker for the Bird Club, particularly in his service as Golf Committee Chairman and Bowling Committee Chairman. He is chairman of

the Men's Bowling League this year, in fact. He has been a member of the Bird Club Council and this past year served as Vice President of the Bird Club. John's wonderful personality plus his knowledge of golf will assure him success in his new job. But we at Bird & Son will miss him.

We all miss Kay Adams of the office. We are glad to know she is at home after her stay in the hospital, and we hope for a speedy recovery which will soon bring her back to work.

W. J. Hill News

March 18 was a BIG DAY for Morgan Foley. Morgan, a native of South Boston, has never missed a St. Patrick's Day parade yet. He was there in Southie again this year. March 17 being a Sunday, the parade was held the next day.

Glad to see Happy Hale back on the



"Looks like your date's here, Cindy. Somebody just drove up in a powder blue power mower!"

job after being out with a broken ankle. The Happy day was March 25 when he returned.

The Al Boonstras celebrated their 20th wedding anniversary with a party at their home on March 16.

Welcome to Edward Smith who joined the company on March 25 as a driver's helper, taking the place of Ed Flaherty. The Smiths live on Coney St., East Walpole.



OUR SON'S CHILDREN, proudly say Eleanor and James Kehoe, both of whom are Bird employees. Michelle Anne is 3, and little brother Michael Douglas is 16 months. Their father, Douglas, is the son of Eleanor, telephone operator, and James Kehoe, "A" machinist at Floor Covering.



MARDI GRAS parade, not in New Orleans, but in Woonsocket, Rhode Island, possibly celebrated there because of the large number of people of French descent.

Proudly seated up front in this float is Theresa Joyal, daughter of Arthur Joyal of Paper Division.

No. 1 Box Shop. Theresa's brothers, Raymond and Bob, helped build the float. Raymond is a member of the Naval Reserve Unit which this represents. Commanding officer of this unit is Ralph Whitney, son of Howard Whitney, vice presidential assistant of Bird & Son's Paper Division.

SHREVEPORT ROOFING AND FELT MILLS

STAFF: LUCILLE BURROW, D. L. OLIVER, JR., WILLIE L. SMITH, FRANK MARKHAM, ANNE EDDY, J. K. COLVIN,
JOHN E. EVANS, JR., EDWIN SOMPAYRAC, RICHARD POTTER, Photographer

Softball Warm-Up

Commercial League Opener May 20

The 1957 Softball Season is just around the corner and the first organizational meeting of all team managers has been held. The second and final meeting will be held soon. Teams of comparative strength will then be grouped together to form the various leagues. After that will come the spring training period followed by the league opener May 20.

Defending Champions

The Bird & Son team are defending champions of the highest classification employees league, the Commercial League. Our team will undoubtedly be ruled the favorite again this year, although winning a league championship for three consecutive years is seldom done by any team. The task will probably be more difficult because several rival managers have stated that their teams are much stronger this year and they intend to stop the one team domination of the championship.

We expect our boys to have plenty to say about this before the season is

over. So don't be surprised if we win the championship again!

Returning this year from last year's team are O'Leary Ladner, D. L. Ford, James Oliver, Jackie Wise, Clayton Taylor, Clayton Cobb, Huey Humphrey, Elton Bamberg, Phil Johnson and John Evans. In addition to these "veterans" we have several new employees and day shift transfers who have indicated a desire to play on the team.

Team in Colored League Again This Season

BIRD & SON will also have a team playing under the jurisdiction of the Colored Recreational Department of Shreveport again this year. This is the second year that Bird has entered a team in the Colored League. With many of last year's stars returning, they should have a very successful season. The team will play 24 games. The season opener will be April 22.

Local Interest in Fishing Grows and Grows

THE BIG BASS contest is wide open as it does not have an entrant as yet. White perch are going into shallow water getting ready to spawn and fishing is really picking up. William Winkler caught 12, two mornings in a row before work. Others are catching nice strings after work and on week-ends.

More employees are becoming fishermen each day in order to protect themselves and get in on the daily talk around the plant. If you haven't bought a pole and line, it is about time you stopped by a sporting goods store and got one, so you can get in on the fun.

Shreveport Speaks

We had as visitors to our plant on Friday, March 15, Frank Shofner and three of his customers from West Texas. We are always happy to have our salesmen come and bring their customers.

Earl Johnson took a vacation from work, but found plenty to do at his home in Cherokee Park. Earl has a friend in Broad-

George Patterson, Jr.

GEORGE PATTERSON, Jr., whom all the boys called Papa Knox, died Tuesday, March 5. He had worked the day before, but got up Tuesday morning with a bad headache. Emma, his wife, went to get him an aspirin. When she came back he was unconscious and died in the hospital that afternoon.

George Patterson had been with Bird & Son since 1944, and was a clean-up man in the Oiling and Cleaning Department. He had not missed a day of work since 1953. He was 60 years old.

Funeral services were held on March 10, at Light Hill Baptist Church & Cemetery. He is survived by his wife, Emma, and two children, Emma Lee and M. C. Patterson.

moor who gave him a lot of St. Augustine grass so he sodded and checkered all of his front and back yard.

Troyce Brown has a deep freeze box, but better still, he has a good way of keeping it filled. It just so happens that both Troyce's parents and his wife's parents live in the country so every time they go home they bring back fresh vegetables, etc.

James Moore is still on the sick list. A lot of his friends here at the plant made him a surprise cash gift the other day. We all hope James will soon be back performing his janitorial services.

Richard Doiron and his wife spent four days in New Orleans during Mardi Gras. Dick says Mrs. Doiron was catching those beads, trinkets, etc., thrown from the floats just the way he used to catch that ball on first base.

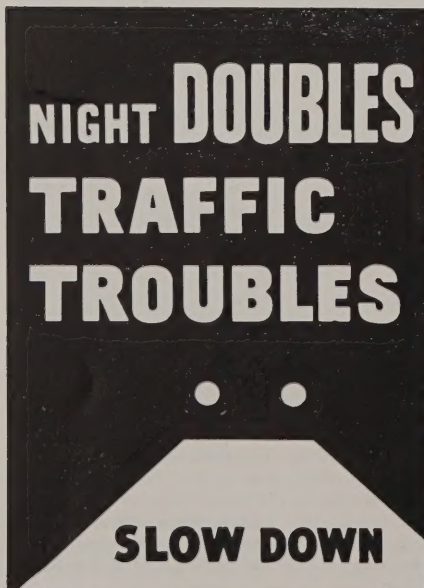
J. D. Teutsch and Sam Hicks attended a week-long union merger meeting in Chicago the early part of March. They were shown through our Chicago Plant and got to eat dinner one night with J. D.'s cousin. Both reported an enjoyable stay at the Morrison Hotel, but Chicago is a pretty big city.

We had a letter from Huey M. Young, Ft. Benning, Ga., March 5. Huey expects to get out of service the first of May and is planning on working with us again.

Frank Morgan was late March 6 on account of a new arrival at his house. This makes four children and the new one was named Frank, Jr.

Kavat Loe, our new traffic manager, had lunch with Mr. Deramus, president of the KCS Lines, on his private car recently. He chose the free lunch in preference to filling

(Continued on page 20)





BERRY OF ARKANSAS'S annual Quarter Century Club banquet in January gathered this distinguished company. In front: Mrs. Ira Weems, Mrs. G. N. Jinks, Mrs. Auzie Tomlin, Mrs. Fred Dixon, Mrs. H. B. Pullar, Mrs. Owen Whitehead and Mrs. Chris Waters.

In back: A. T. Van Pelt, Ira Weems, Mrs. Van Pelt, Johnnie Atkins, Otto Holloway, Mrs. Holloway, G. N. Jinks, Mrs. Otis Dixon, Owen Whitehead, Mrs. Johnnie Atkins, Mr. Pullar, Mrs. R. N. Smith, Fred Dixon, Chris Waters, Auzie Tomlin, R. N. Smith and Otis Dixon.

Quarter Century Party

Arkansas Workers Salute Doc Whitehead

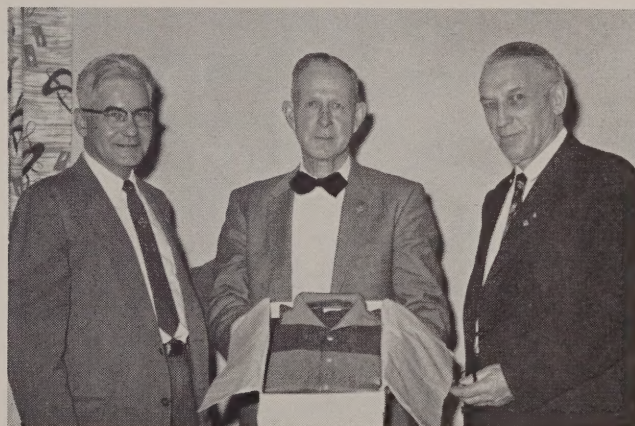
By STELLA V. HINES

AT our annual Quarter Century Club dinner, held on January 31, President H. B. Pullar presented four new members with certificates and pins.

Four New Members Welcomed

This quartet newly welcomed to the 25-year ranks are: Chris Waters, Fred Dixon, G. N. Jinks and Auzie Tomlin. Each of them gave a short talk on how it felt to spend 25 years with one organization, recalling some interesting stories of the old days.

The occasion, held at the Magnolia Inn in Magnolia, was also in honor of Owen "Doc" (T. O.) Whitehead on his retirement. Doc was one of the first members of the Quarter Century Club down here. He was presented by Mr. Pullar with a couple of sport shirts to go with the new suit and trimmings, retirement gifts from friends and fellow employees at Waterloo.



HONORED at a banquet by fellow Quarter Century Club members on his retirement, Owen "Doc" Whitehead is flanked by Berry Asphalt Company Vice President A. T. Van Pelt, left, and President H. B. Pullar.

Berry Refining Co. Gary, Indiana

WILLIAM J. "PATTY" SMOLINSKI,
Reporter

We are sorry to hear of Francis Farmer's illness, which necessitated his resignation as plant superintendent.

R. K. Hunter, who recently joined Berry as chief engineer, has been named as acting superintendent. Welcome, Bob!

Glad to hear that Mrs. Ellen McFadden is getting better after her operation and may soon be back to work.

Gertrude Campbell is the proud grandmother of a 10-lb. baby girl, Sandra Eileen, born February 28, daughter of the George F. Campbell, 3rd.

Austin Kincaid celebrated his 25th wedding anniversary recently with a group of friends and relatives in Rochester, Indiana.

Gordon Coe and his wife celebrated their 19th wedding anniversary on March 26th at a dinner party with friends.

Jim Van Pelt and Bob Hunter attended the Western Petroleum Refiners Convention at San Antonio, Texas.

Jay Barriero is attending evening classes at Indiana University with a view to one day getting his degree. Good luck to Jay.

Les Kimberly spent several days at the Ethyl Corporation in Kansas City, learning to overhaul the mechanism of our new octane testing machine.

Adrian Bahnerth's family is quite cosmopolitan. He was born in Holland, is married to an English girl, and his two daughters are American.

CHICAGO ROOFING PLANT

STAFF: ROBERT W. MACLEOD, ROSE FOX, VIRGINIA O'BRIEN, JOSEPH BLACKMAN, MARTIN PEARCE

Portrait of a Worker, Suggester, Dancer, Great Guy!

By W. T. WIGGINS

VALLY" joined Bird & Son in 1934 at the age of 39 and was entered on our rolls as Valentine Niewiokodock.

Prior to that time, he had worked in the roofing business as a machine man for the Beaver Products Company. For Bird & Son he worked in various jobs on both No. 1 and No. 2 Machines. In 1945, Vally took over the position of Thick Butt squeeze roll man on old FCPM No. 2, and held that job until the machine was retired in 1951. He then took over the position of overlay embossing and press roll man on the new machine, FCPM No. 6.

Always Vally

In 1948, Vally decided that his name should be spelled correctly and requested that the company records be changed to read Walenty Niewidok. The nickname "Vally," however, written in the minds of his associates, remains unchanged.

Idea Man

Vally's exceptional ability as a roofing machine man and his store of ideas have been of great value over the years. He has had nearly a dozen suggestions accepted under the Bird & Son Suggestion System.

Vally with his ready smile can now be found in the Sample Department, where he works as a sample maker.

Mr. and Mrs. Niewidok have two



FAMOUS NIEWIDOK TECHNIQUE. Vally and his wife.



CHESTER, playing accordion. This is Vally Niewidok's son with his dance band.

married children, their daughter, Helen (Mrs. William Luc), and their son, Chester, whose avocation is music.

Dancing at Polish Weddings

Many a Monday morning's conversation has been monopolized by dis-

cussion of Vally's prowess as a dancer, as he related his experiences at Polish weddings over the week-ends. You will see a sample of the famous technique in the accompanying photograph, showing him with his favorite partner, his lovely wife, Anna.

Shopping Around

For Sale. As the nice warm, bright days move in on us, don't forget to let RICO (Andrew) Edmond of the Sample Dept. and No. 4 simonize your car. Regular Simonize — \$12.00; Blue Coral, \$14.00. All work guaranteed. See RICO and have him SPARKO your auto. Andrew Edmond, 6006 S. Wentworth St., Chicago.

Chit Chat

We are glad to see Harold Altman back in the office after time spent in the hospital.

New Grandfathers: Congratulations!

Harold Altman, Purchasing Agent Western Division has a grandson, Jeffrey Thomas Bailey, born March 20th, 6 lbs. 13 oz.

Gresh Brebach, Chicago Salesman, has a granddaughter, Carol Lynn Crooke, born March 17th, 6 lbs. 19½" long . . . her home is Lubbock, Texas.

Edward Moore of the Maintenance Dept. proudly announced the birth of a granddaughter March 24th.

It's nice to see Helen Grether back in the office after her stay in the hospital.

Marie Misumas and Agnes Gunderson manage the Bird Cafeteria and have worked in the same kitchen for 18 years managing their own restaurants before starting to work here.

Who says two women can't get along and work in the same kitchen under the same roof? Of course they can, and here it's under a BIRD ROOF.

Glenwood News

By HURCIL COWART and
ROBERT STEWART

Almost everyone has had a vacation recently. Those who have had a week's vacation are Jesse Johnson, Henry Miles, Clarence Diggs, Charlie Ashley, Odus Babbitt, Clarence Hopper, Garlin Austin, Numan Smedley, William Caldwell, Argus Dutton and Orville Caldwell. I think everyone stayed at home for no one reported a trip. Charlie Ashley did trade cars. He did not get out of the Ford line though.

Recent visitors to Glenwood have been B. P. Soward and Ralph Wilkins.

Election Results at Gary

THE following men were recently elected officers of the O.C.A.W. (Oil, Chemical and Atomic Workers International Union, AFL-CIO) Local 7-210 of the Berry Refining Co.:

Chairman

John Curtis

Trustee

George B. (Barney) Burdeau

Recording Secretary

Ernest Gile

Operation Grievance Man
Jack Wells

Loaders Grievance Man
George Neely

Maintenance Grievance Man
Ralph Rush

Negotiating Committee
Joseph Tutza
Ralph Rush
John Curtis

Safety Man
William Smolinski
Ralph Rush

PHILLIPSDALE FELT MILL AND INSUL BOARD PLANT

MANUEL OLIVER
ARTHUR TRUDELL

DAVID S. LOWRY
ALLEN PERKINS

LESLIE E. HOWARD
RAYMOND NOLAN



IN PARROT JUNGLE. Phillipsdale electrician and Union veep, Joseph Wynne, quickly made friends with the denizens of Miami's famous Parrot Jungle while on a trip there this winter.

Around the Plant

Announcing the birth of the seventh child to the Raymond Nolans. (See Births)

Ernie Paiva, president of our Local 878, attended the paper makers convention in Chicago as a delegate from our local.

PFC Henry Perry, son of Pete Perry of DPX (Wood Dept.), expects to serve out the rest of his Army term at Fort Churchill in Canada. This should be a nice place to spend the summer.

Gus Mollerberg's son Robert is again one of the stars in the trumpet section of the East Providence High School Band.

Retiree Jimmy Cicerelli recently visited us and gave an account of his recent trip to Italy. We understand he enjoyed the trip but was glad to get back.

Retiree Sam Gorelco is enjoying his new home in Johnston.

The State of Rhode Island has issued new automobile license plates with two letters ahead of the number. Ben Pino's plate has been attracting some attention with the letters BO. Gil Dias and John Borges both received especially low numbers. This shows who the important people are.

"Sharky" Hyske is back to work again after an injury sustained when he slipped on the ice at the airport while chasing his hat. Next time he says he will let his hat go—it will be cheaper.

Thirty-Four Children!

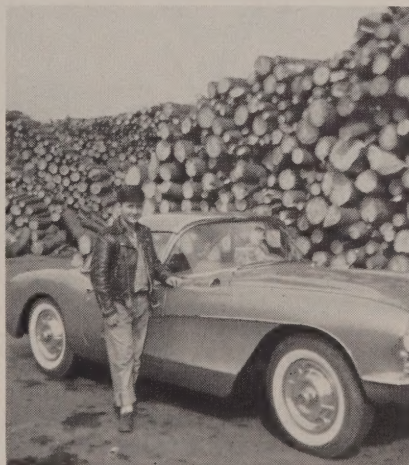
THE 10 men on No. 3 Machine with families challenge ten men of any department in Bird & Son to beat their record. They have a total of 34 children:

Leonard Audet	7
Ray Nolan	7
Anthony Pimentel	4
Allen Tobin	4
Joe Rogowski	3
John Raposa	2
Albert Hamel	2
Robert Woods	2
Antonio Cicerelli	2
Lawrence Hoague	1

Can Starlings Read?

A new scheme to woo starlings from their perches on Providence public buildings was recently proposed to the city's Downtown Business Coordinating Council. Mr. Margoli, the originator of the idea, suggested building "public housing" facilities outside the city. He got the idea when he saw a flock of inbound starlings call off their flight to the city to roost in an empty loft in a warehouse on Dexter Road, East Providence, bearing the sign "Bird & Son, inc."

"Maybe they read the name," said a council member!



CALLING FOR DAD at the Phillipsdale Plant, Ed Perry's son gets his picture taken alongside a friend's car—a Jaguar, we'd guess. That looks like pulpwood behind Ed, Jr., and you wouldn't be far wrong, for this wood will soon be going into the making of felt and insul board. This is the end of the business in which the senior Perry works.



ROARING TWENTIES, at famous Newport Beach, with DeCostas and Borges of Phillipsdale posing by Joe DeCosta's Whippet. We believe this was in 1927. On the bumper are Joseph DeCosta and Joseph Borges, both still with us. The young fellow on the fender is Joe Borges's son John, now a machine tender and treasurer of the Union. The girl is Joe DeCosta's daughter.

Shoe Carton Set-Up Manchester, N. H.

By BARBARA HARDEN

Ernest Panneton, who works in the set-up department, is the proud father of a new son. (See Births.)

Ann and Ronnie Masters are awaiting the arrival of their first baby. We all wish them loads of happiness. The fellows and girls gave Ann a baby shower before she left. She received many lovely gifts.

Barbara Harden, Bob's wife, is back filling in temporarily until Ann returns. Ann is also serving as temporary reporter.

Raoul Desmarais's little boy, Ronald, age 2, was in the hospital with pneumonia but is home now and doing fine.

Tom O'Connell, one of our truck drivers, was a father for the second time in November. They already had a little girl and this time it was a boy, Stephen Joseph. Of course, daddy is very happy.

Mrs. Pauline Therrien has left us for a while. She is expecting her second child. She has a little boy three years old. We all wish her the best of luck.

Trademarks in Europe

Back in the Middle Ages, laws were passed that required the maker's identification to be placed on goods of many kinds. Bakers in England had to mark their bread so that "if any bread be faultie in weight it may bee then known in whom the faulte is."

Evolution of a

TRADE MARK

In the "I Remember . . ." story for the Review last August, Alice Field Nichols told us about a Bird trade mark book which she had put into the archives before she retired.

Here is the story traced from these old records.

"Paroid Pointers" a pamphlet published for the trade in November, 1907, summarized the origin of the trade mark:

"Twenty years ago F. W. Bird & Son adopted as a trade mark the little girl holding a sheet of waterproof material over her head to keep off the rain as a symbol of their waterproof products.



Fig. 1. Registered September 1, 1891.

"This design as shown in Fig. 1 was later registered as a trade mark on September 1, 1891. In connection with this trade mark we used the phrase 'Watch for the little girl' as a guarantee of quality.

"A redrawn figure of the little girl was registered later in 1898 as shown in Fig. 2.

"With the growth of our waterproofing business various lines were developed — roofing, building, sheathing, insulating and refrigerating papers and a number of specialties — Neponset Paper and Paroid Roofing, however, holding the leading places.

"For the sake of uniformity we are now going to use one standard trade mark. It will appear on all the products of F. W. Bird & Son (Fig. 3).

"We assure our customers that when this trade mark appears on material of any character it is an absolute guarantee of honest value and square dealing."

In the 1907 trade mark, notice the



Fig. 2. 1898, figure of girl redrawn.

statement "Established 1817." That, of course, was the date on which the Bird mills were first established at East Walpole after moving from Mother Brook in Dedham. It is not known just why this date was used rather than the earlier date of 1795.



Fig. 3. 1907, "to appear on all products."

Miss Annette S. Blaney, the former Bird & Son librarian, had helped plan the original design. She wrote as follows in Mrs. Nichols' book:

"I understand the little girl trade mark was suggested by seeing the men on rainy days when the material was first invented using it as an umbrella in the same way the little girl holds it. I understand this frequently happened when the men were caught in a shower at the mill without protection.

"The artist who drew the first figure was an aunt (Mrs. Pratt) of Dana Gibson, the able illustrator. The first drawing was made about 1886. They

were a little dissatisfied with it when I came here (1897) and thought she could remedy it. She lived somewhere in Rhode Island and one afternoon came up to Providence. I went down to meet her to make some suggestions, which I did. We sat for an hour or more in a gloomy old station and worked on it. The result was an improvement but, as I recall it, it has been worked over since."

That it has, and many times. Fig. 3, the last word in 1907, soon became outmoded. . . . In 1910 it was apparently decided to feature the word NEPONSET again. The trade mark in Fig. 4 was used with slight variations from 1910 through 1920.



Fig. 4. 1910 through 1920.

A memorandum dated April 15, 1921 has Mr. Bird's penciled authority for the next change in design. The mem-



Fig. 5. 1921, BIRD emphasized.



Fig. 6. 1928, still triangular shape.

orandum states that this design "would be bringing out BIRD in place of NEPONSET but later we would gradually have NEPONSET fade away."

This was standard for seven years until February 1928, when trade mark No. 6 was adopted. Following the suggestion of the earlier memorandum, the word BIRD was emphasized and the word NEPONSET minimized but the distinctive triangular shape was still maintained.

The final change to the trade mark we know today was made in 1948 and was used from that time on in all advertising and on the company letterheads. Note that the name BIRD is

now featured twice and that the old trade mark including the little girl with the waterproof paper is still part of the larger, more modern design.



Current trade mark, since 1948.

CHARLESTON ROOFING PLANT

STAFF: RAY MARSTON, KERMIT MANN, MICHAEL GALASSO, JAMES ROBINSON, LAWRENCE MARTIN, ELAINE BAKER, JOHN WYNDHAM, ARTHUR WISE, WILLIAM K. PRICE, Photographer



BAR-B-Q SUPPER, held by Charleston Maintenance men, and a fine time was had by all. Leroy Mazyck of the department was cameraman.

Standing, from left: John Tucker, Ed Johnson, George Davis, Terence Williams and

Jenkins, Charles Higbee, John Wyndham, Billy Tumbleston, Johnny Caddell, Lonzo Culick, Jim Kinsey, John Mitchum and Malcolm MacDonald, foreman.

Sitting, in same order: Leo O'Neal, Ed Toler, Wattie Smith, Fred Henry Timms.

Charleston Chatter

R. C. Rudisill, salesman, wasted no time in spreading the good news. He is the proud father of twin boys, born March 2, 1957. Their names are Kedin and Kyle. We heard they were expecting a girl, but —. Congratulations, Rudy and Frances.

Robert Brooks, messenger, recently won a speaking contest at his church and now has the opportunity to go to Ridgcrest

Encampment, North Carolina, for two weeks with expenses paid. Robert is a very fine speaker and has entertained us on several occasions.

Did you happen to hear Kermit Mann giving Robert Brooks directions as to how to find some material in the Supply Room? "Go up the stairs then take three steps to your right, look up and there you are." Much laughter was heard from this.

We were very glad to have Charlie Mc-

Donald's family visit us. His wife, Alice, and his two children, Kathy, 2½, and Chipper, 1½, entertained us very much.

Our sympathy is expressed to Floyd Billings on the recent death of his uncle.

We were all very sorry to hear of Joyce Buckner's illness, and hope she will be back with us soon. At 2:20 p.m. the doctor said surgery would be at 3:00 p.m.

(Continued on next page)

BIRD CLUB

New Directors

Elected, April 9

Budgets, committee reports and election of officers were in the order of business at the Bird Club annual meeting at Bird Hall, April 9. This is the first full year of operation under the new fiscal year, April to April. The change was made last year to better fit the club's schedule of activities.

John L. Hutchins, president, conducted the meeting. In his report he paid tribute to the fine work of three people who have had to withdraw from further participation: Hilda Rafuse, who completed her 3 year term as a director and was not a candidate for re-election; Al Flammia and John Woloshyn, who have left the company. Flammia was Treasurer. Woloshyn had served in many capacities — most recently as vice president and Bowling Chairman. In losing Woloshyn, the president said, the club was losing one of its most valuable members. Hilda

Rafuse was also Chairman of the Membership Committee last year and at one time had served as club president. Al Flammia had been Golf Chairman as well as treasurer.

Re-elected for a 3 year term as directors were John Hutchins and Andrew Center. Other directors elected were Robert Weger, 3 years; George Shackley, 2 years; and William Mark, 1 year.

Velma Cobb was elected the new treasurer and A. W. Smith was re-elected secretary.

Following the meeting Al Smith showed his fine colored slides of the Canadian Rockies and some interesting shots of the P.G.A. tournament held last year at the Blue Hill Country Club, at which tournament club members Al Smith, Joe Coburn, John Hutchins and John Woloshyn were marshals.

The meeting ended with refreshments of sandwiches, coffee, cakes and ice cream at the Brigade Room where members had a chance also to see the Tuesday night art class in session.

Golf and Softball Start

Fliers have gone out to line up participants in men's and girls' golf and in softball. Joe Wall is softball chairman again and looks for a good season, starting practice April 14. John Kuneilius, Accounting, is golf chairman, taking over for Al Flammia, who has left. Men's play starts May 3 at Walpole. The girls start their season on April 29, also at Walpole Country Club, with Dorothy Cronin, chairman, assisted by Carolyn Delaney and Helen Makarevich.

Men's Bowling

Plans are going forward for the banquet, being held this year at the Medfield Legion Hall, Saturday night, April 27. Moe Bader is making the plans, now that Johnny Woloshyn has tossed his cap into the full-time golfing business.

Two weeks before the end of the season, FBM (Roofing Machine Shop) had the victory all sewed up, with FBV (Roofing Shipping) and EM (East Walpole Machine Shop) scrapping for second place.

Final report on individual and team winners will be in the May Review.

Charleston Chatter

(Continued from page 19)

Quick notice, eh what? Her folks didn't even have time to see her before the operation. Train delayed them.

Bernie Blandford, salesman, is finally back on the territory after a long hunting season.

We are sorry to hear that Gene Woodbery, engineer, is leaving us. Gene and his family are moving to San Francisco. He is planning on working part time and attending the University of California.

We were happy to have visit our plant Mr. and Mrs. Leon Thompson and Taylor Shields from Carolina Lumber Co., Huntington, W. Va. They were accompanied by one of our salesmen, W. B. Harris, and his wife.

New Insurance Coverage Wanted! Lonzo Culick is very much interested to know if the hospitalization insurance might cover the doctor's bill for the recent illness of his Old Mule. After all, she is just like one of the family.

Welcomed to the Bird family is Dave Kaski, sales trainee. Dave is married, his wife's name is Miriam and they have one child, Andrew. Dave was born in Michigan and was raised in Gardner, Massachusetts. He served in the 8th Air Force in England and is a graduate of Bryant College, Providence, R. I. He was formerly employed with Minute Maid Corp. (frozen foods) as a district representative working in Vermont and New Hampshire. He'll be a Southerner sooner than he thinks.

Shreveport Speaks

(Continued from page 14)

in for Edwin Sompayrac at the domino game.

Leon Todd and family drove to Hudson, New York, (3300 miles round trip) on their vacation last month. They had a nice time visiting with his wife's folks.

The following Shipping Department men were on vacation the weeks of March 4 and 11 for one week each: Roy Burt, Malvern Green, Robert Jones, David Gayer, Patrick Ladner, Claudie Neel, Mode Myers, James Bareswill, Robert Jolley, Elton Bamberg, Huey Humphrey, Cecil Bush, Billie Owens and Sylvester Underwood. Roy Burt visited his sister in Florida and the other fellows worked around their homes and got in a little fishing.

We are all glad to hear Vivian Wilson's mother is improving after a serious operation recently.

Blanchard Watts took a week of his vacation and with his wife, Irene, spent it at his "country home" near Ringgold and planted his garden and worked his flowers there.

We are glad to know that Charles Musick is improving from a recent operation. Charles is back home now but we understand it will be a long time before he is able to return to work.

Veterans Show

The March show was given for patients at Brighton at the U. S. Public



LITTLE MISS KNOX is the daughter of Robert Knox of the Machine Shop. Elizabeth's mother is former chief switchboard operator Berniece (Potter) Knox at East Walpole.

Health Service Hospital. Appearing here for the first time with the Bird Club cast was Dick Pearl, a young singer from Norwood.

On April 9, the Bird Club troupe entertained at the Chelsea Soldiers Home and had their usual enthusiastic welcome.

The wind-up and special show of the year will be at Canton at the Massachusetts Hospital School on the 14th of May.

Cribbage

Final cribbage party of the 1956-57 season, reports Charlie Locke, chairman, was held on March 21 in the East Walpole Brigade Room with 16 players present. First prize winner was Robert Early; second, Gus Farris. Robert Early also won a basket of fruit, as did Al Zimlicki.

At this last cribbage gathering of the year, the season prize was given out. Winner was Herman "Heinie" Nordstrom, chairman of Bird Club cribbage for many years.

Washington Tour

Thirty-six Bird Club members and guests board the train at Route 128 Station on Thursday night, April 18, and are off to Washington for the Easter week-end. See your Bird Review for stories on the trip next month.

"Yeomen"

Spring Musical Comedy

Summer theatre fans would do well to start their season by attending the Neponset Choral Society's spring show. Gilbert and Sullivan's "Yeomen of the Guard" is colorful, funny, exciting —

an altogether delightful musical comedy, rated by many as their famous collaborators' best product.

"The Yeomen of the Guard" will be given on Thursday and Friday evening, May 2 and 3, at the Walpole High School.

Chairman Leonard Weaver points out that this is the sixth Gilbert and Sullivan show which the Neponset Choral Society has produced. The others have been: "The Mikado" in 1952; "Pinafore," 1953; in 1954, "The Pirates of Penzance"; "The Gondoliers," 1955, "Iolanthe" in 1956.

This year's "Yeomen of the Guard" is the full-length, live version of the TV show some of you watched the night of April 10.

Tri-Mill Sports

We are planning a fishing derby again this year for the children. The date has not been set, but we expect it will be in May or June.

Acknowledgments

The family of Mrs. Mary V. Harrington acknowledges with deep appreciation your kind expression of sympathy.

The family of Mrs. Bertha H. Vose acknowledges with deep gratitude your kind expression of sympathy.

Gratefully acknowledging and thanking you for your kind expression of sympathy.

The Samarska Family
(for the late Leon Bahonski)

Gratefully acknowledging and thanking you for your kind expression of sympathy.

The DiFlaminies Family

Thank you sincerely for your thoughtful kindness at a time when it was deeply appreciated.

Tom Clarke

To thank you for your kindness and sympathy at a time when it was deeply appreciated.

The McGowan Family

Thank you sincerely for your kind expression of sympathy. It was deeply appreciated and is gratefully acknowledged.

James W. Loring, Jr.

Your kind expression of sympathy is deeply appreciated and is gratefully acknowledged.

The Family of the late
Mrs. Minnie A. Duncan

To thank you for your kindness and sympathy at a time when it was deeply appreciated.

The Kozlowski Family

Births

To the Robert Chamberlains, a son, Robert Allen, January 30. (No. 1 Box Shop)

To the Raymond Nolans, a son, John Henry, February 3. (Phillipsdale)

To the Richard C. Rudisills, twin sons, Kedin and Kyle, March 2. (Charleston Sales)

To the Frank Morgans, a son, Frank Jr., March 6. (Shreveport)

To the James Burkes, a daughter, Anne Marie, March 8. (W. J. Hill)

To the James Roberts, a son, Walter Robert, March 11. (Finishing Mill)

To the Gerald Clements, a son, Gerald James, March 13. (No. 2 Box Shop)

To the Robert Taubers, a daughter, Linda Marie, March 13. (No. 1 Box Shop)

To the Ernest Pannetons, a son, Robert Lionel, March 14. (Manchester)

To the George L. Dustys, a daughter, Barbara, March 25. (Development Engineering)

To the Carl Futrells, a daughter, Helen Lisa, March 25. (Shreveport)

To the Bronislaw E. Jankowskis, a daughter, Barbara Frances, March 25. (Floor Covering)

Marriages

John Cotter (No. 1 Box Shop) and Veronica Connelly, March 24.

If you want to be sure you will hear the phone ringing while you're outside, put the instrument on top of an overturned tin pan.

Don't drive as if you owned the road — drive as if you owned the car.



TRADITIONAL ENEMIES were soon fast friends. Pets of Mary and Betty Zinni of Stenographic, the cocker puppy is named Bucky and the cat is Whitey. Whitey was the stray mill kitten, you may remember, that was toted around in a mail sack by the messenger girl at East Walpole until the Zinnis adopted it.



THREE YOUNG HAMMONDS are James, Jr., 10, Patricia, 8, and John, 6. Their dad works in the Power Plant at Phillipsdale and their mother, the former Helen Souza, used to work in the Office.



BIRD NEPONSET REVIEW

MAY 1957



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On the Cover

New equipment was installed last winter at the Norwood Granule Plant. The building in the foreground is reaching skyscraper proportions with the addition of another 28 feet to house new elevators and screens. The big round piece of equipment on the ground is part of an air separator, being replaced by a screen. See pages 2-4 for story.

BIRD NEPONSET REVIEW

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Editorial Office at East Walpole, Mass.

Bird Plants: East Walpole and Norwood, Mass., Phillipsdale, R. I., Chicago, Ill., Shreveport, La., Glenwood, Ark., Charleston, S. C., Lewiston, Me., Manchester, N. H., and New Britain, Conn.

Berry Refining Co.: Office and Refinery, Gary, Ind.
Berry Asphalt Co. of Arkansas: Office: Magnolia, Ark. Plants: Waterloo, Stephens, Ark., and Memphis, Tenn.

EDGAR M. GROUT Editor
ELEANOR M. GARLAND Assistant Editor
KENNETH W. PIERCE Photographer
JOHN J. MURPHY Advisor

Long Service List

June

Employees

Name	Year	Depts.	Years
James F. Maroney	6-12-12	Maintenance	45
Francis A. Massey	6-15-12	Supt. Paper Mill	45
Patrick O'Malley, Jr.	6-8-17	Power Plant	40
Francis V. Sheehan	6-25-17	Floor Covering	40
James J. Dowling	6-29-17	Office	40
David E. Bowles	6-3-19	Maintenance	38
James B. Maguire	6-23-19	Box Sales	38
August Petrova	6-23-19	No. 2 Box Shop	38
Vincent M. D'Espinoza	6-23-20	No. 1 Box Shop	37
Martin Wallace	6-26-20	Power Plant	37
Frank S. Clem	6-30-20	Floor Covering	37
Constanti Lewicki	6-20-21	No. 1 Box Shop	36
Pierino Palazzi	6-20-21	Roofing	36
Carl L. Johnson	6-22-21	Floor Covering	36
Sabino Perniola	6-6-22	Roofing	35
Edward J. Geraghty	6-26-22	Maintenance	35
Angelo Melino	6-28-22	Roofing	35
George E. Goodwin	6-12-23	Floor Covering	34
Richard T. Murphy	6-25-23	Floor Cov. Sales	34
Samuel J. Steele	6-9-24	Floor Covering	33
Mario A. Boragine	6-9-24	Power Plant	33
Anna G. Smith	6-16-24	Office	33
Margaret B. Owens	6-22-25	Office	32
Emilio Nicastro	6-29-25	Maintenance	32
Pauline L. Rafuse	6-7-26	Office	31
P. Antonio Creginalo	6-8-26	Floor Covering	31
Martin Green	6-10-26	Floor Covering	31
George S. Johnson	6-11-26	Floor Covering	31
Evelyn M. Wadleigh	6-21-26	Office	31
Ernest W. Oakes	6-20-27	Paper Mill	30
Mary I. Geary	6-20-27	Office	30
Alfred M. Kendall	6-5-28	No. 1 Box Shop	29
Raymond F. White	6-18-28	Office	29
Lambert J. Anderson	6-20-28	Office	29
James A. Schuller	6-28-29	Finishing Mill	28
Martha C. McLaughlan	6-5-30	Office	27
Blanche A. Libertowicz	6-16-30	Office	27
Wylie G. MacIvor	6-8-31	Asst. Treas. and Credit Mgr.	26
Jarl A. Johansson	6-8-31	Paper Mill	26
William P. Stillman	6-28-37	Paper Mill	20
Joseph DeRose	6-1-42	Floor Covering	15
Charles A. Harukewicz	6-5-42	Floor Covering	15
Leon Schensnol	6-11-42	Floor Covering	15
Tony Nado	6-17-42	Roofing	15
Robert Jewell	6-22-42	Roofing	15
Richard J. Carberry	6-26-42	Roofing	15
John C. Rambeau	6-1-47	General Auditor	10
Francis P. Wall	6-23-47	Roofing	10
Michael Flaherty	6-2-52	No. 1 Box Shop	5
Laura J. Ferrara	6-23-52	Office	5
George E. Tinker	6-24-52	No. 2 Box Shop	5
Thomas J. Manning	6-24-52	Floor Covering	5
Jeannette M. Coolidge	6-26-52	Research Dept.	5

PHILLIPSDALE

Albert G. Carlson	6-9-20	37
Anton S. Vargas	6-10-22	35
Joseph L. Braga	6-4-23	34
Arnold F. Manchester	6-9-27	30
Alfred Carvalho	6-11-42	15
Barbara V. Vandal	6-23-52	5
Frank Chickering	6-25-52	5

CHICAGO

Clayton Worlds, Jr.	6-23-47	10
Rufus Newman	6-2-52	5

SHREVEPORT

Willie L. Smith	6-16-37	20
Lucille Burrow	6-21-37	20
M. T. Martin	6-29-37	20
Willie Franklin	6-17-42	15
L. B. McCray	6-17-42	15
Henry T. Ferguson	6-6-52	5

BERRY ASPHALT COMPANY OF ARKANSAS

Warren H. Huffman	6-1-29	Memphis	28
Margaret H. Lide	6-30-52	Magnolia	5

Former Employees Now Retired

EAST WALPOLE AND NORWOOD

Michael Kodis	6-1-09	48
Kostanty Geigol	6-1-09	48
Russell L. Tupper	6-7-09	48
Ludwig Polovitch	6-21-11	46
Mike Waytekunas	6-20-12	45
George Wallace	6-17-14	43
Thomas Coyne	6-18-14	43
Waclaw M. Baranowski	6-26-14	43
Charles D. Savage	6-14-17	40
Bartholomew Murray	6-15-17	40
Benedict F. Muchyn	6-3-18	39
Vincent Grudinskas	6-8-18	39
Alvah H. Bridgham	6-17-21	36
Leo R. Bernier	6-20-21	36
Michael F. Duffy	6-6-22	35
Peter J. Kiarzis	6-13-22	35
John F. Ahearn	6-16-23	34
Joseph Magnani	6-28-23	34
John Suman	6-16-26	31
John M. Pechulis	6-23-26	31
K. Hilmer Eklund	6-18-29	28

PHILLIPSDALE

Walter Gill	6-23-11	46
Antone L. Alves	6-6-22	35
Samuel D. Gorelo	6-8-23	34
Onesime Boisvert	6-25-23	34
Joachim Cabral	6-17-26	31

CHICAGO

John Dobias	6-24-29	28
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SHREVEPORT

Arthur W. Miller	6-10-37	20
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BRIDE-TO-BE honored at luncheon. Rori (Aurora) Savi of the Addressograph Department was taken to lunch just before her marriage to Ed O'Donnell of No. 2 Box Shop. Seated, from left: Dot Russell, Margaret

Lowerison, Mary Burns, Rori, Carolyn Cogswell, Peg Corcoran, Mary Moynihan, Mary Concannon, and Dot McEleney. Standing: Mary Sheats, Mary Berteletti, Ruth Doane and Florence MacDonald.

President A. H. Anderson makes

Report on First Four Months

IT is too early in the year to make predictions. We don't yet know what our results will be with regard to either sales volume or profits. However, with four months' production behind us we can look at some significant facts.

The Paper Division got off to a slow start. Business was not as good as we had hoped it might be. This situation continued until just recently when there began to be signs of improvement.

The Floor Covering Division is still facing the problems that always arise when a new product is introduced. The picture is complicated by the decrease in orders for regular felt base material, which of course has been our major product for many years. We will now be concentrating our efforts on the new Vinyl rotary printed material and on linoleum.

Bird Vinyl is going well. We now sell 30 patterns on a nation-wide basis. We started with only 12 last fall with distribution only in certain cities. We are very hopeful that the television and Saturday Evening Post advertising will help increase our volume considerably.

An unstable price situation and fewer new houses being built has made our roofing business quite unsatisfactory to date. We have had brief spurts of what appeared to be good business and then orders

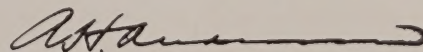
would fall off again. This is true of all roofing manufacturers and the competition is still very, very strong.

A major portion of our business has always been in re-roofing. There are plenty of homes needing repairs to roofs and sidewalls. We are going after that business vigorously. Conditions should be improving, but so far it has been one of the slowest springs for the roofing business in recent years.

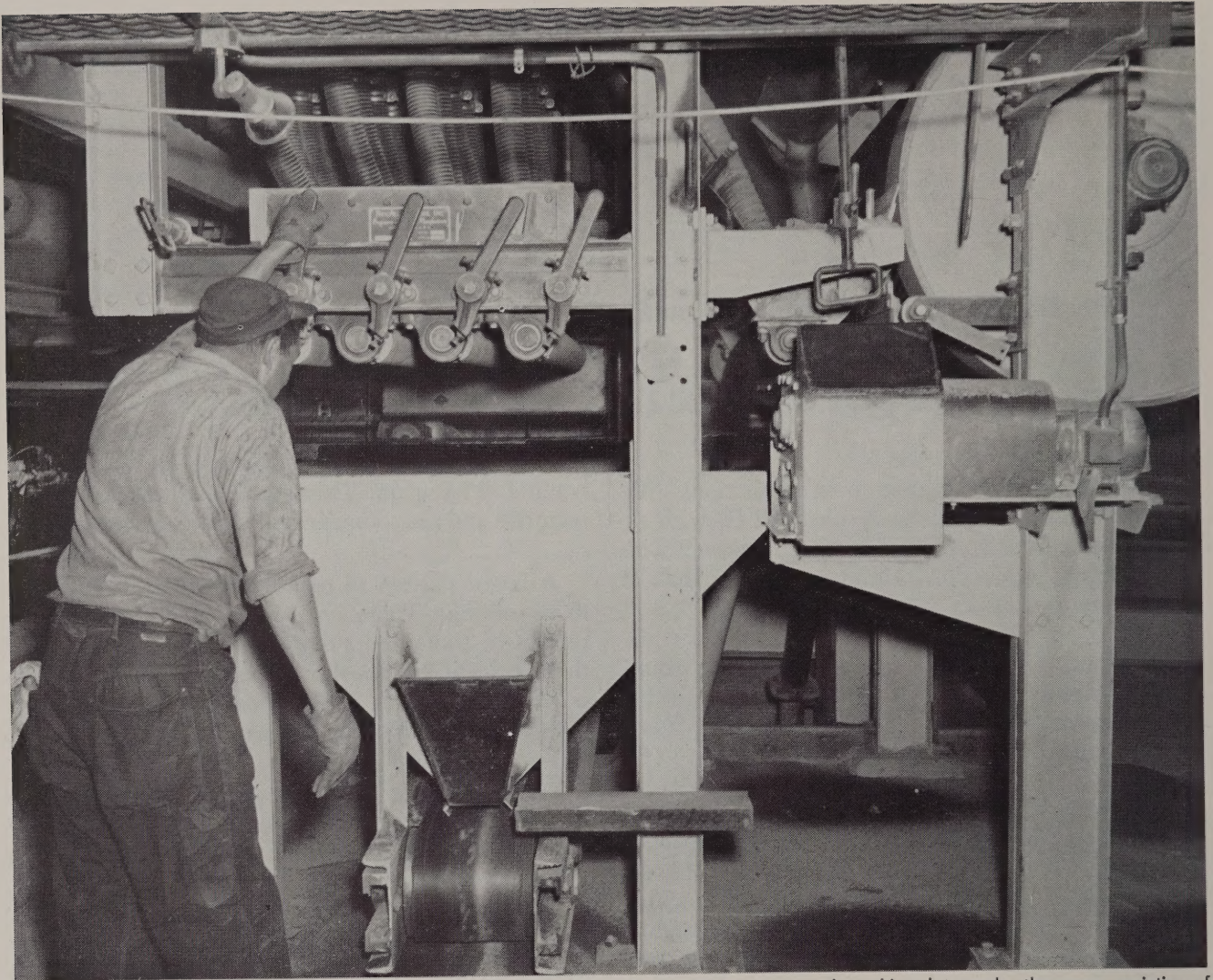
On the brighter side, our plants are in excellent condition and well staffed to produce both quality and quantity. Our sales and advertising program is a live one and we hope will produce results.

The offer of 10 free roofs on the Garry Moore show on April 22 has already brought over 40,000 replies. Many of those people are learning more about Bird roofs and floor coverings than they ever knew before. We can hope for good business from all this effort.

These, then, are the facts as of May 1. In future issues, we will post you on additional facts as they develop.



President



BASE VARIEGATOR section being operated by Walter Naff. Here, and at the similar overlay variegator on No. 1 Machine, all sorts of

color combinations can be achieved to make the many varieties of Bird shingles.

*It took months of planning
and a winter of work to make the*

MAJOR CHANGES at Norwood Roofing

IT was a big job, lasting from mid-December to mid-March.

But now No. 1 Machine at Norwood Roofing, from the dry felt looper to the finish rack is brand-spanking new. Designed to incorporate many of the features of the big Charleston machine, new No. 1 was a challenge to the engineers who created it. It had to be fitted into the limited area of the old machine. It couldn't be laid out all on one level, like Charleston. Still, Superintendent Bill Wright

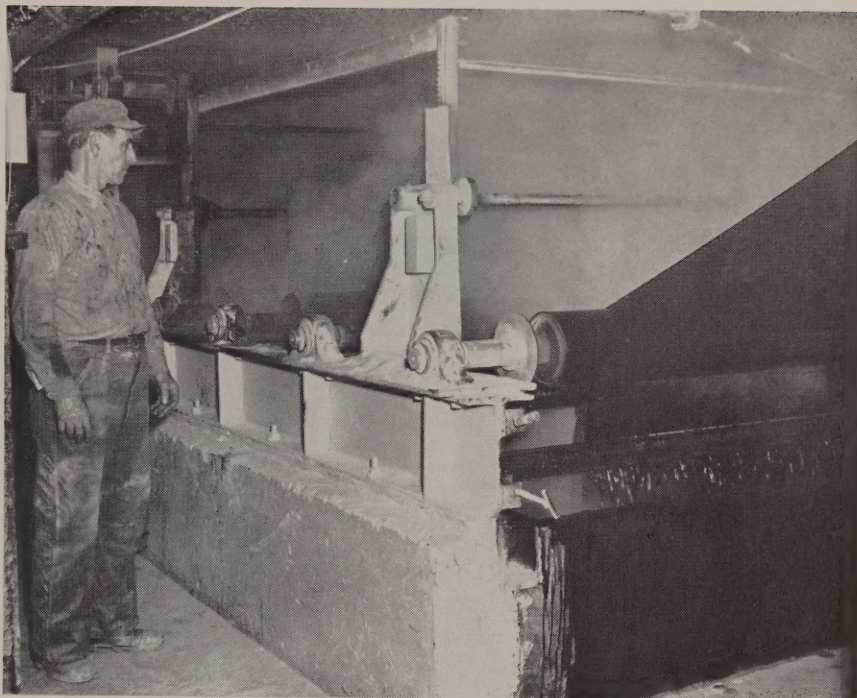
and Plant Engineer Dave Fleming wanted the overlay (top coating) section on the ground floor level adjacent to the base coating.

The work of remodeling really started a year ago with the installation of a new dry felt looper, where the big rolls of felt from Phillipsdale are first threaded into the machine, to emerge 10 minutes later as finished shingles.

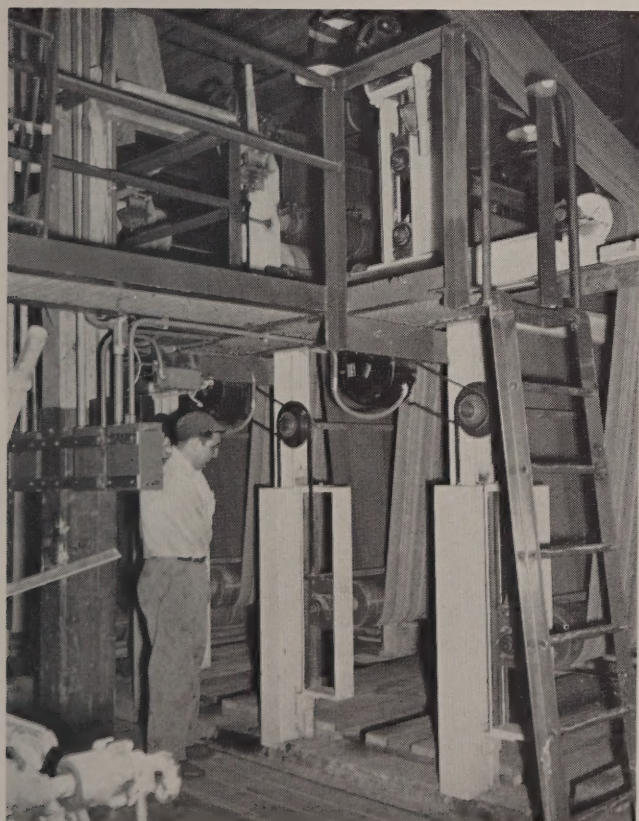
This year's renovations included dismantling heavy rolls, looper sections, tanks, elevators, all the anti-

(Continued on page 4)

OPEN PIT MINING, Plant Engineer Dave Fleming described it, when the hardened asphalt was chiseled out of the old saturator to make ready for this new one. John Donahue is watching the sheet as it gets thoroughly saturated in eight separate dips. The saturator is 20 feet long, 11 feet deep; it holds approximately 13,000 gallons of asphalt heated to 450 degrees Fahrenheit.



CHARLES SOLBO at the controls of the cooler section before the finish rack.



GIANT ARM lifts section of the new granule tank into place. Height of building in back was increased 28 feet.



Major Changes

quoted equipment which had put on the overlay or thickbutt portion of the shingles, and, most difficult of all, chiseling out the hardened asphalt in the old saturator and digging an excavation 11 feet deep for the new one.

To supplement the work of our own crews, seven different engineering firms were employed: for heavy machinery installation, for elevators and conveyors, for tanks and hoppers, for electrical work. On hand all hours of day and night, to see that work progressed smoothly and on time were Plant Engineer Dave Fleming and his assistant, Herb Davis.

All New Equipment

The basic process of making shingles remains unchanged, but the new equipment does the job far better. First the dry felt gets a thorough dunking in the two saturators. The presaturator sprays on the asphalt first; then the 11-foot-deep saturator dips the sheet 8 times for complete saturation.

Next comes a strike-in section where the felt moves over a series of rolls to allow time for the asphalt to penetrate.

Then, in succession:

A base coating of asphalt and granules is applied to one side of the sheet and soapstone goes on the back.

A cooling section allows the sheet to cool off before

A series of chrome-plated rolls embeds the base granules by applying pressure.

An overlay coating section applies more asphalt on the butt of the shingle.

An overlay slating section applies a second layer of granules.

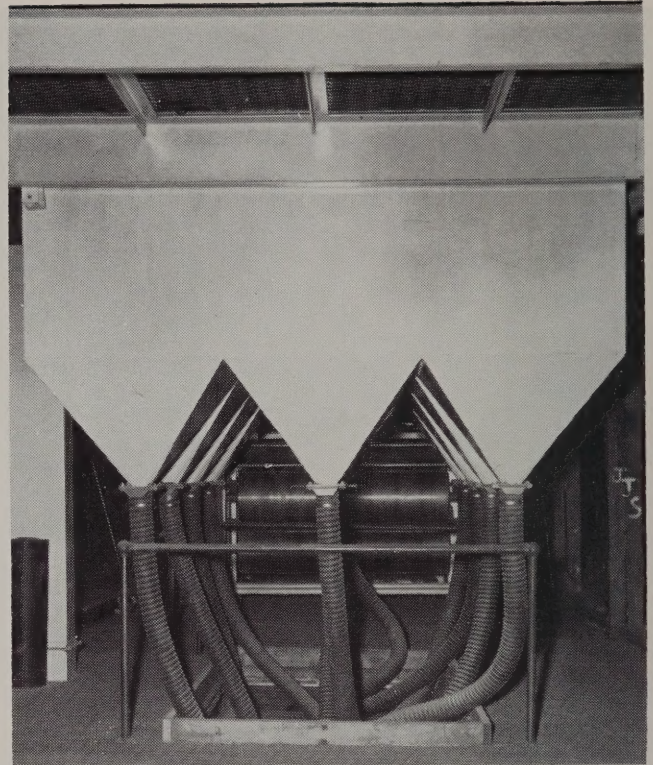
Another cooling, embedding and embossing section completes the production cycle.

Central Control Panel

The finish rack which follows next has been shortened, but otherwise unchanged, to make room for the new granule feeds. There is no change at the tying machines either. These sections are scheduled for modernization next winter.

A central control panel allows the whole machine to be started at once, properly synchronized, or any section of it to be controlled separately.

It's usually tough to start turning over a new machine. Unexpected bugs develop; the operators have new switches to operate, new techniques to learn. In view of all this, No. 1 started with surprisingly little difficulty. It's a smooth-running machine.



OCTOPUS-LIKE HOSES and huge bins identify this machinery as the supply slate hoppers for the overlay section. From here the colored granules feed by gravity to the variegator section below.

Also Granule Plant Changes

Other major face-lifting went on at Norwood Roofing last winter, too. You see the results in the cover picture. At the granule section one building was raised 28 feet. Beside it a new building was constructed. Inside were installed a new rock crusher, a taller elevator, two new screens and another set of crushing rolls. Conveyor belts and hoppers went in, too. In the nearby coloring plant changes were made to improve this coloring process. As a result, the granule and coloring plants can produce more, thus eliminating a bottleneck that formerly existed. All these improvements tie in with the new No. 1 machine and the continuing improvements being made throughout the mill.

The result of the whole project is a more modern plant to meet competition with better production.

New Unifining – Platforming Unit at Gary Plant Produces

High Octane Gasoline

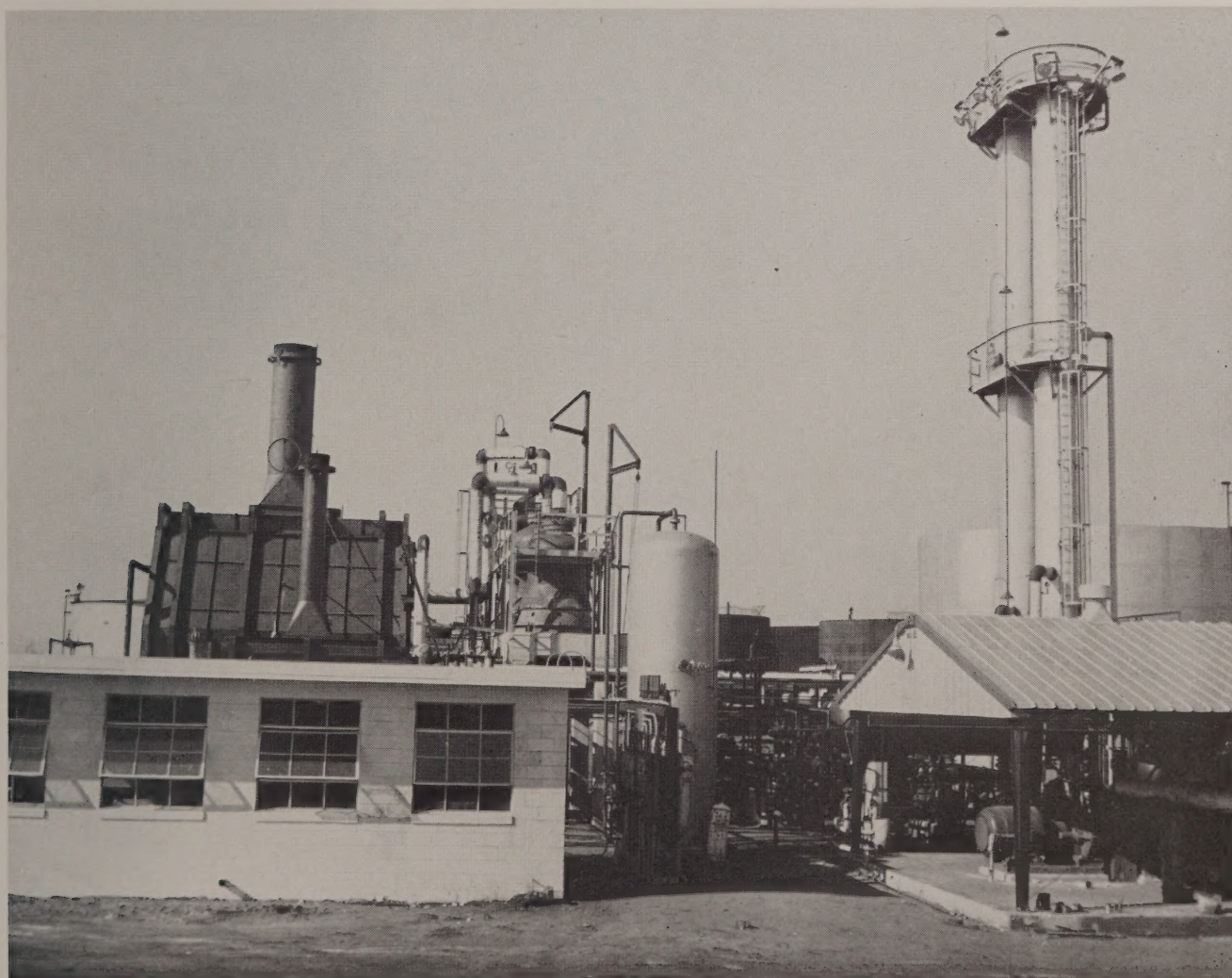
BERRY REFINING CO. is now able to convert all of the raw gasoline it produces to high quality premium motor fuel. The new Unifining and Platforming process units went into operation February 21, the result of nearly a year of extensive construction at the Berry Plant in Gary, Indiana. The Platforming unit increases the octane and the Unifining unit treats the gasoline before it goes to the Platforming unit in order to remove sulfur and other elements which retard octane improvement.

COMBINED UNIFINING-PLATFORMING unit at Gary, Indiana, which allows the Berry Refining Co. to produce 100% of its gasoline at 100 octane. Very few refineries in the country are equipped to do this.

When the new units were in the initial planning stage over two years ago, the Chicago area premium gasoline octane requirement was 88. High quality premium gasolines now marketed in the Chicago area have an octane number of 97, and an increase to 98 is expected in the near future.

Berry, with its new equipment, can produce 100% of its gasoline, if necessary, at 100 octane for use in today's automobiles and the cars of the future. Few, if any, of the refineries in the nation are equipped to produce all their gasoline with an octane number this high. Berry is, therefore, in a strong position to meet the competition.

(Continued next page)



High Octane Gasoline . . .

The design of the unit permits rigorous control of vapor pressure, octane and quality. These features have enabled Berry to simplify greatly both the mechanics of blending and the maintenance of quality control on the finished gasolines.

There is another important feature, too, especially pleasing to Berry's customers. Sulfur content of all gasoline processed through these new units is now down to less than 5 parts in 100,000. The usual maximum sulfur limit is 250 parts in 100,000. Therefore, the Berry gasoline contains only 2% of the amount of sulfur allowed in most gasolines. Sulfur compounds oxidize in the automobile engine to form corrosive acids. Reducing the sulfur content means longer life of muffler, tail-pipe and engines for customers using Berry gasoline.

As most drivers know, it is important to have high octane gasoline in the modern high compression ratio automobiles. Low octane gases cause an annoying "ping." The Platforming unit at Berry processes the raw gasoline to a high octane by using what the engineers call a platinum catalyst. The

presence of platinum in the unit brings about certain reactions. For the technically minded these are aromatization, dehydrocyclization, hydrocracking and isomerization.

Have we lost you? Let's put it simpler. In order for the platinum catalyst to be effective it is necessary to heat the gasoline to very high temperatures and to maintain very high pressures. When this is done there is a change in the millions of molecules which make up each gallon of gasoline. By this chemical change the octane is raised, the power and the quality of the gasoline go up and the "ping" goes out.

Thus the Gary Refinery, through the construction of this Platforming unit, has become one of the most modern in the Chicago area. Not only are present-day operating needs met, but there is flexibility for the future for either increased capacity or higher octane requirements.

The new units were designed by Universal Oil Products Company which is located in Des Plaines, Illinois.

All the Way from Germany



FROM PAPER MILLS in Germany and Sweden, these executives visited the East Walpole Paper Mill in April as part of their tour of America.

Left to right: John J. Burke, General Superintendent at East Walpole; Ulrich Herbert, President of Delta-Werke, G.m.b.H. at Worms on the Rhine, Germany; Ake Staaf, Fabricating Director of Alstermobruk A.B. of Ho-

hultslatt, Sweden; Miss Magda Mayr of Langenthal, Germany; Julius Wilisch, President of Wilisch and Sohn K.G. at Wuertemberg and Ansbach, Germany; Vice President Ralph A. Wilkins of Bird & Son; Alfred K. A. Krempel, President of August Krempel Soehne near Stuttgart; Erwin Schaeffer, Fabricating Director of August Krempel Soehne; and Hans Mayr, President of Hans Mayr G.m.b.H. at Langenthal near Heidelberg.

East Walpole Wins On Kiddie Count!

IN last month's Review, the 10 men on No. 3 Machine at Phillipsdale challenged ten men of any department in Bird & Son to beat their record of 34 children.

Ten men on East Walpole's No. 2 Paper Machine laughed when they read this.

Here is their answer:

"The men on East Walpole's No. 2 Paper Machine can take this challenge as a joke. The Rhode Islanders' record cannot even come close to theirs, which is as follows:

	Children
Vernon Rafuse	8
John McDonagh	8
Adelard Blais	5
Donald Falconer	5
Edward Hardy	4
Helge Ostrom	4
Frank Shore	4
John Leston	3
Lyle Fields	2
Edward Podgurski	1
	44

Now if you want to count grandchildren too, there are 22: Rafuse, 9, Blais, 8, Hardy, 1, Ostrom, 4.

Charleston Plant Joins Suggestion Program



FIRST MEETING of Charleston's new Suggestion Committee. Left to right: Ernest Zinkowski, William Freegard, Malcolm MacDonald and Raymond Marston. Eleven suggestions were processed at the first meeting.

CHARLESTON got on the suggestion bandwagon last month.

This newest Bird plant now joins in with a full-fledged suggestion program. Announcement was first made on the Charleston bulletin boards in March and a committee consisting of the following was appointed: Plant Superintendent William Freegard, Assistant Plant Superintendent Ernest Zinkowski, Maintenance Foreman Malcolm MacDonald and Office Manager Ray Marston.

Suggestions began coming in almost at once. When the first meeting of the committee was held in April, 11 were processed and sent along to East Walpole for final disposition. The results will be announced in the June Review (and earlier on the bulletin boards) when the May awards are published.

A new plant staffed with new men with new ideas should produce some good suggestions. Watch Charleston go places.

April Payments

Regular suggestion awards for April were paid as follows:

Norwood Flooring Plant

Warren Cherry, FFM	\$20
Walter Erker, FFB	20
Nicholas Ferrara, FFG	20
Edward Trusevitch, FFF	5

Phillipsdale Plant

Daniel Hourihan, DPIF	\$70
Frank Chickering, DPP	5

Edward Smith, DPIF	5
Vernon Stromberg, DPHT	30

Norwood Roofing Plant

Hubert Bamford, FBV	\$20
Armando Croatti, FBPM9	20
John Dearnaley, FBM	20
Lindo DiCicco, FBPM9	20
Edward O'Rourke, FBPM9	45
Frederick Stahnke, FBPM9	20
Anthony Utorka, FBV	20
Edmund Savage, FBF	5

Main Office

James McComb, Jr., CF	\$20
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Chicago Roofing

Martin Krajcir, FCM	\$ 5
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Send in Now

June Graduates' Pictures

IF you have not done so already, send in right away that picture of *your boy or girl graduate* for the June Review. Send the print (either glossy or dull finish) to:

Editor
Bird Neponset Review
East Walpole, Mass.

On a separate piece of paper include:

Name of the graduate
School from which graduating
Son, or daughter of
Employee's name and dept.

Remember, your daughter or son wants to see his picture in the company magazine too!

All pictures will be returned.

Patrick Maguire

PATRICK MAGUIRE, 62, inspector at the Floor Covering Plant, died April 17 at the Norwood Hospital following a short illness. He and his family had lived for many years at 23 Williams Street, Norwood.

Starting with Bird & Son in February, 1921, Mr. Maguire first worked at the Norwood Roofing Plant as a machine tender on No. 5 machine. In 1940 he transferred to the Floor Covering Undercoat Department as saturator man. In recent years he had been, first a helper in the Block Room and later, one of the plant inspectors.

The funeral was held from the Gillooly Funeral Home on April 20 with a church blessing at St. Catherine's Church. Burial was in Highland Cemetery. There was a pro-burial mass at St. Catherine's Church on Monday, April 22. He is survived by his wife, Elizabeth (Moynihan), three daughters, Sister Mary Mura C.S.J. of Medford, Mrs. Catherine Allen of Norwood, Mrs. Elizabeth O'Leary of Portland, a son, James, of Norwood and two brothers and sisters.

Richard H. Smith

RICHARD H. Smith, 59, of 32 Chapel Street, Norwood, died very suddenly on April 24. He had been at work as usual the day before.

Mr. Smith had been with Bird & Son almost five years. After working at the C. B. Fleming Bindery in Norwood for a great many years, he joined Bird & Son in September, 1952 after the bindery closed. He was first in the Shipping Department at the Roofing Plant, but a month later transferred to the Combiner Room at No. 1 Box Shop as elevator helper.

Funeral services were held April 27 at Grace Episcopal Church with burial in Highland Cemetery. He is survived by his wife, Grace (Albro), three sisters and six children, Richard of Walpole, Edward of Norward, James of Seekonk, Raymond of Franklin, Peter and Jane of Norwood.

Reading is like depositing money in a savings account. The benefits compound themselves like interest. But, unlike a savings account, you can draw on your interest without ever having less remaining. — E. M. Maguire

Terrific Response to TV Roof Offer



SWAMPED, we are happy to say, with replies from the Garry Moore offer of a Bird Wind-Seal roof. That's Frances Rubini of the

Stenographic Department which has been manfully (or woman-fully) processing the replies.

Television Advertisement Pulls Big Mail Reply

THERE is no disputing it. People *do* listen to the Garry Moore Show — and to his commercials, too!

Within 48 hours after the free roof offer was made on the April 22nd show, postcard replies began trickling in. The trickle became a flood by the week-end. At the time we went to press, just before the second announcement of the Wind-Seal Roof offer

was to be made on May 6, over 41,000 replies had been recorded.

Hands have been busy at the Stenographic Department sorting cards by states, counting them and typing labels. Each entrant receives an acknowledgment in the form of a mailer telling more about Bird Wind-Seal Shingles. These are mailed out within a few days after the postcard is received.

Finally, the cards all go into a big barrel for the final drawing. The 10 lucky names will be announced on the Garry Moore Show at 10:15 on Monday morning, May 20. You will know who they are by the time you read this item.

The tremendous response came from all over the country. From the many thousands of replies we have selected a few of special interest. They are reproduced at the bottom of this page. Some people liked BIRD, some liked Garry and *all* liked contests!

When the contest is over there will be 10 winners — happy people who have won a tight Bird Wind-Seal Roof to protect their homes for many years.

There will also be many thousands — perhaps more than 50,000 — of people throughout the country who have been made aware of quality roofs built by Bird. These thousands of people are also potential customers. They probably wouldn't have bothered to reply if their roofs had not been in need of repair. We have their names and addresses. We have a sales force on its toes and we are definitely interested in all the re-roofing business we can get. It is exciting to speculate on what the results may be.

* * * *

Have you been following the roofing and floor covering ads in the Saturday Evening Post? Have you noticed the little bird appearing in each of them? In all the ads to follow, this Bird will continue to appear. It is helping to build our brand name faster than may otherwise be possible. It's not a specific type of bird like a bluebird or a robin, but just an artist's creation of a bird to tie in with and build our brand name and brand association.

"Dear Garry"

To contest for one of 10 new rooves —
I'm Harry to Garry
I hope I don't goof
Said Garry to Harry,
"You've won a new roof!"

Dear Sir: I'm intering the Ruffing contest. I Live on a Farm and my house has a Teen top.

Entering Bird Shingle contest. They are good. I sold them for many years.

URGENT —

Dear Mr. Moore — Please drop our cards in box. Every member of our family (6) sent a card just hoping to WIN a ROOF. Ours really rains in on our boys bed and quilt and pillow is even wet also bugs pours in.

GRANDMA COULD USE SOME BIRD WINDSEAL SHINGLES

Enjoy show. Shure need roof. Bin raining in on me.

Dear Garry — I sure could use this roof. Am widow, 66, not working at present. I watch your show each A.M. and enjoy it very much because it sure helps me forget my troubles.

Am a retired man and listen to your program every day. Just makes life more livable. The variety is what counts. Your cast was really swell. Listened to the offer this A.M. of the Bird roofing and would be please to be one of the lucky ones.

Your show is wonderful. You always seem so happy. Draw this card and I'll be happy to.

I listen to you every day that I'm not out in the 'tater patch picking bugs off the 'taters. Keep up the nice show. Enjoyed June Carter too!



W. R. Bearce

W. R. Bearce Promoted At Norwood Roofing

Foreman in Asphalt, Paint and Cement Depts.

WILLIAM RAYMOND (RAY) BEARCE, formerly foreman of the Corner Piece Department at Norwood Roofing, has been named foreman of the Asphalt Blowing Department, and the Paint and Cement Department. Nelson Bartlett, who formerly had charge of these departments, retains his post as foreman of the Boiler Room and continues as project engineer.

Ray Bearce has been a Bird & Son worker since 1934 when the Roofing Granule Plant was being built. After graduating from the Foxboro High School, in 1928, Ray went to work for John R. Baker, builder, in Sharon. Leaving this employment in 1932, he studied civil engineering for two years at the University of Maine.

Started as Carpenter

He joined Bird & Son as a carpenter in April, 1934, working on the Granule Plant construction. When the plant started operating he worked for a time as fireman in the coloring section. After a short time on production duties in the main section of the Roofing Plant he was named gang boss of the Insul Bric Department in October, 1936. In the early 40's he was machine tender and later foreman of No. 7 machine and the Corner Piece Department. Since 1947 he has been foreman of the Corner Piece Department.

Mr. and Mrs. Bearce still live in Ray's old home town of Foxboro. A son, Larry, 20, is in the Navy. Three

other sons live at home and attend the local schools: Dana, 14, William, 13, and Wayne, 10.

Having four sons and being a good athlete himself, Ray has kept up his interest in sports. He played forward on his high school basketball team and also one year at college. He is a baseball enthusiast, played a little in high school and last year managed the local church baseball league. He is a member of the Bird Club Golf League. Ray says he is a "90" golfer now but modestly admits he was quite a bit better back in the 40's when he was on the Board of Governors of the Sharon Country Club and served a term as its president.

Testing for Clerks Offered at Main Office

A new testing program for people applying for clerical jobs is being installed at the Employment Office. A group of tests called Short Employment Tests has been obtained from the Psychological Corporation in New York. These will be used as an aid in determining the work for which each applicant is best suited.

One test is on vocabulary, another tests ability with figures and a third tests accuracy and speed in checking names and figures.

A typing test is also available and is given when that skill is to be checked.

Short Employment Tests are used today by many companies in order to guide individuals more quickly into the kinds of work they will like best. They will not take the place of the application form or the personal interview, but will be used as an additional aid in placement.

Ninety-Four Enrolled In Case Studies Course

BACK-TO-THE-CLASSROOM is fast becoming an accepted part of the company life. Latest development in the Training Program under the direction of Henry E. "Call-Me-Hank" Mathieu is the Case Studies course.

Training Manager Mathieu is giving this course at the East Walpole classroom to 94 Massachusetts Bird employees, most of them foremen. The course, as the name says, is a study of actual problems that have come up in in-

dustry involving handling people. The course lasts for 16 two-hour sessions.

Meanwhile, the basic course in Human Relations is going forward at Phillipsdale. Mr. Mathieu started the Rhode Islanders' class in April.



Page S. Bunker, Jr.

Page S. Bunker, Jr. Advanced in Personnel

ANNOUNCEMENT was made on May 1 by John J. Murphy, director of personnel, of the appointment of Page S. Bunker, Jr., as assistant director of personnel. Mr. Bunker had held the title of assistant to the director of personnel since January 1, 1955. He joined Bird & Son in March 1954 from the Gillette Safety Razor Co. in Boston, where he was assistant personnel manager.

Mr. Bunker and his wife live in Needham. Both of their children, a son and a daughter, are married, and the Bunkers have a new granddaughter.

Acknowledgments

The family of Mrs. John W. Walsh sincerely thanks you for your kind expression of sympathy.

The Walsh Family

Your thoughtful expression of sympathy is deeply appreciated and gratefully acknowledged.

Mrs. William F. Geary and Family

I want to thank the employees for their kindness in contributing to the Cancer Fund in memory of my husband.

Gratefully,
Agnes Lines
(Mrs. Edwin M. Lines)

(Other acknowledgments page 17)

Milling Around

MAIN OFFICE

JULIA SMITH	JULIA LEWIS
JANET LABER	WILLIAM GRAZADO
LOUISA GRAHAM	MARY SEXTON
NATALIE LOCKE	PAT McDONALD
MILDRED SANBORN	RITA PETRONI
CAROLINE COGSWELL	AURORA O'DONNELL

Floor Covering Sales extends a welcome to two new people, belatedly to Jim O'Sullivan, who came in February, and to Mary Sheats, who joined us early in April.

Harvey Bigham is welcomed as new Building Materials salesman in northern New Jersey. He has territory formerly covered by Bill Shiflet, who has left.

Eleanor Garland is still talking about her week's vacation trip in April to visit Lucille Burrow of Bird & Son, Shreveport, where Lucy among other things handles the Bird Review news from Shreveport. The Southern Bird & Son people, both in Louisiana and in Arkansas (Lucy and Eleanor were shown around Glenwood on a day's trip there, by Hurcil Cowart), left no stone unturned to make her welcome and entertain her. As for New Orleans and the Vieux Carre, which they visited at the end of her stay, it's the sort of place where visitors always wish they had more time to stay.

Robert Eisenhauer, son of Frank and Gladys Eisenhauer, was elected to the Cum Laude Society, honorary scholastic group, at Mt. Hermon, from which he is graduating this June. Bob plans to enter Union College at Schenectady this fall to study electrical engineering.

We extend our sympathy to Ethel Duncan in the recent loss of her mother, and to Nora Kane, whose father died recently.

Harvey Sallie, new messenger, is a Saint. He is a member of a Foxboro hot rod club called the Road Saints, dedicated to safety on the highways.

Leonard Niese has recently been named the chairman of the Public Relations Committee of the Asphalt Roofing Industry Bureau, of which Bird & Son is an active member.

Robert Chamberlain, son of E. L. Chamberlain, and a Bird employee summers while he was in college, is the proud father of a new daughter, Ellen Ann, first child for the younger Chamberlains. She is the fourth grandchild for Vice President Chamberlain.

A postcard from Marken, Holland, came the other day from Mahlon Johnstone, messenger now in the Army. Mahlon said he was at the festival (tulip, we guess) and was "having a swell time."

Marianne (Masino) Cercone, formerly of Purchasing, stopped in one afternoon recently with her little son, Michael, who charmed everyone.

B. R. "Ben" Taylor, just back from Florida, paid us a visit recently. He certainly is enjoying his retirement.

Mrs. Kay Spencer presented Tommy Spencer, Building Materials salesman on the North Shore, with a new daughter, their fifth child, on April 30. (See Births.)

Roy Cooper had a fine two weeks' vacation trip to Jamestown (celebrating its 350th anniversary this year) and Williamsburg, Virginia, and to Knoxville, Tennessee, to see the dogwood, both pink and white.

Betty DiFillippo left Statistical with the good wishes of her friends to go to the Cape. She and girl friends were planning

to find jobs at Hyannis, popular summer resort.

The company hospital at East Walpole had an unusual patient the other day. Alice Pole of the No. 2 Box Shop office found a tree swallow in the roadway outside the office. The bird could not fly, so Alice took it into the hospital, whereupon Head Nurse Roxy Coburn took it under her care, rigging up a box for a temporary cage. Later Miss Coburn carried it home, where her niece stepped into auntie's shoes. Unfortunately, in spite of expert care, the creature did not survive.

The attention of the men on the office bowling team is respectfully called to the Phillipsdale news section, where there is a short report on the Rhode Island bowlers' match with the East Walpole team.

Florence MacDonald left the end of April for a two weeks' vacation trip to Charleston, South Carolina. She visited her brother, Malcolm, master mechanic at our Charleston Plant.

Elsie Battles of Roofing Sales went to stay with her daughter in Georgia for a short time after the arrival of daughter's new baby girl. Elsie was pretty thrilled with her new granddaughter.

Sympathy to relatives and friends of Mary McCarthy, who died May 9, is extended by many in the Bird & Son organization with whom she had associated.

Elizabeth Gleichauf, who had been filling in during Miss McCarthy's illness, is now the secretary in the office of the director of personnel. She was formerly in the Employment Office.

They're off again. Anne Lindsay, Pat McDonald, Margaret Forrest of the Office,



DEVOTED WORKER for the VFW Buddy Poppy sale each year is Francis E. Donlan of the Paper Mill. On the 25th anniversary of Norwood Post No. 2452 in March, Francis was presented with a plaque in appreciation. Making the award to Chaplain Donlan is Joseph Saunders, Post Commander, at left. Saunders is another Bird employee. He works at No. 1 Box Shop.



SHOWER for Dorothy Soderstrom, being married this spring, was given by Main Office girl friends. Seated are Nancy Bowmar, Guest of Honor Dottie, and Thelma Hill. Standing: Janet Laber, Janice Soderstrom, Nancy Hurd, Dot Avanzini, Mary Moore, Elaine Pupa-lais, Louise Perkins, Helen Bickford and Alayne Whitaker.

and another girl are planning to leave the middle of May for a month's automobile trip to the West Coast.

Nesi Ali-Oglu's young daughter Erika, in the 6th grade at the Bird School, won the Walpole Spruce Up poster campaign. Erika will be on an educational TV program, "Discovery," May 31, at 8 P.M. Her father is an engineer in the Development Engineering Department. The Ali-Oglus were written up in the Review last year when they received their American citizenship.

PAPER MILL

THOMAS FLOOD	LOUIS B. AVANZINI
EDWARD GERAGHTY	ELNA GOTTBURG
FRANK NYBORN	NELLIE COUGHLIN
EDWARD WISNIEWSKI	MILTON GARDNER
JOHN KALIS	JAMES BARNES

MAINTENANCE

An extra special welcome (if late) to Tappy Venterosa to the Pipers Department. This has been a long time coming and we are glad he finally made it.

The good-looking young sailor who visited the shop not long ago was Bob McLaughlan's son, Robert, who has been stationed aboard the aircraft carrier "Randolph." He was expecting to go to the Mediterranean soon.

We welcome Raymond "Apples" Vitaitis to the Yard Gang.

Mike Sameski is now a loyal supporter of the Irish after drawing a horse in the Irish Sweepstakes.

PRODUCTION AND POWER

We welcome Harry Parker to the Paper Mill Inspection Department.

Bob Angus is leaving the Inspection Department to take a position with a national insurance company. Best of wishes to Bob.

Frances Clare of the Mill Office has a daughter, Marilyn, who is graduating from Walpole High School this June. Marilyn plans to enter the Children's Hospital School of Nursing in Boston.

FINISHING MILL

Frank Lynch, now retired, who formerly worked here, paid us a visit recently. He is in very good health and enjoying his leisure at his home in Dennis.

A hearty welcome to Christian Pretto, who transferred from the Power Plant.

Arthur Hixson has left us for the Stock Transfer Department.

We welcome back Louis Maida, who spent two months touring Florida. "Nothing like it," says Louis.

Glad to see Francis Devlin back after his recent illness.

Anton Smolski, retired, says that anyone wanting honey should get in touch with him. He is a bee keeper and looks forward to the warm weather when he can work with his bees. He visited us recently and was in the best of health and spirits.

Welcome to Francis Campisano. May his stay be long and pleasant.



AMERICAN INDIAN COLLECTION, owned by Frank Larrabee of the Main Office, was shown at the Walpole Main Library during April. With Frank here is Miss Doris Quinn, librarian. She is holding a tobacco pouch, while the object Frank is holding is a basket.

The collection was made by Frederick M. Larrabee, Frank's father. Between the cases is displayed a large tomahawk weighing

5¼ pounds, found in New Bedford. Other pieces, including arrowheads, some found locally, are under glass.

The paintings, by Frank's father, are of Black Hawk, left, and Red Jacket, right. Inside the right-hand case is a small painting of King Philip, son of Massasoit, whose King Philip's War in 1675 wiped out Walpole's neighboring town, Medfield.

Glad to see Pat Gilmartin back after his recent illness.

Charles Wisniewski and Francis Devlin went on the Bird Club Washington excursion. See Bird Club section.



HEY, IT'S SPRING! and boys with fishin' rods are a sure sign. These are sons of two East Walpole Maintenance men. The boys got up at 3 A.M. opening day to fish in German Brook. Left, Bobby Knaus, son of Ted Knaus, and James Barnes, Jimmy Barnes's boy. (McLean photo, courtesy Norwood Messenger)

Shopping Around

MIKE'S CAR CLEANING Service. Simonize, \$12. Wash and polish, \$1.50 for regular; 50c extra for whitewalls. Now is the time to get rid of winter dirt and get spruced up for spring. Come to 20 Douglas Ave., Norwood. Michael Malacaria, same address. NORWOOD 7-5137-W.

No. 1 Box Shop

JOHN P. WALSH	ROBERT TAUBER
RAMONA CHICOINE	MIRIAM HILL
PATRICK SILVESTRI	

Sympathy is extended to Jack Walsh on the recent death of his mother.

Bynum Vickory spent a week in South Carolina.

We extend our sincere sympathy to the family of Dick Smith, who died very suddenly last month. Dick worked on the west end elevator here.

Our sympathy also goes to Mike Puopolo on the passing of his mother.

Mona Chicoine has been out sick for several weeks, but is expected back by this time.

No. 2 Box Shop

JOSEPH SMELSTOR, JR.	ANNE KELTER
A. D. SMITH	CATHERINE BRADY

Gertrude Jalkanen enjoyed the Easter holiday in Washington with other members of the Bird Club tour party.

George Docar's daughter presented him with another grandson. George said now he knows he is getting old.

Our sincere sympathy to Vito Puopolo, whose mother passed away recently. Old timers will remember Mrs. Puopolo (Angelina), who worked in the Cartridge Room at No. 2 Box Shop back around 1920.

Marie Rainville enjoyed an early vacation in Old Town, Maine, visiting a nephew just back from Germany, where he was in the U. S. Army.

Amos Dixon is a proud grandfather for the second time. It's a granddaughter, Carol Jean.

Sympathy is extended to Jim Maguire, whose father died recently.

(Continued on page 16)



Quarter Century Club Banquet

THE warm, spring evening of April 28, a Sunday night, found the great ballroom at the King Philip again filled with Bird Quarter Century Club people and their guests.

Seated at the red and white carnation-decked round tables were 600 men and women, all in their Sunday-best, some of the ladies wearing stunning and modish spring hats.

Officials at Head Table

At the head table seated beneath the huge gold-on-blue Quarter Century Club banner were: Nils E. Linequist,

president of the club, Helena G. White, club secretary, A. H. Anderson, Bird & Son president, A. Rogers Weed, toastmaster, of the Building Materials Division; and Dr. Carl C. Byers, speaker of the evening.

Oldest Old Timers

Also at the head table as special guests were John F. Dower, Miss Hattie E. Willis and William J. Quinn, representing the oldest of the real old timers. Eli L. Chamberlain, vice president of the Building Materials Division, represented long-service manage-

ment at the head table. Wives of head table guests and Mrs. Joseph Donovan, Mr. Dower's daughter, completed the impressive group.

Early in the course of the banquet, it was announced that President and Mrs. Anderson had observed their 40th wedding anniversary the day before. In tribute, everyone joined in singing that old, heart-warming favorite, "I Love You Truly."

Greetings from Mr. Anderson

Bringing greetings from the company, Mr. Anderson, himself a club



the King Philip, April 28, 1957

member, told of being in Hawaii, from which he had just returned. While in Honolulu he addressed a meeting for Bird Floor Covering dealers, who were much impressed by the long history of Bird & Son. Mr. Anderson said that our founding date, 1795, was already a significant one to Hawaiians, because Kamehameha, an early king, took over Hawaii that very same year, 1795.

The guest speaker for the occasion was Dr. Byers, a school superintendent from Ohio. With many stories and anecdotes, he proved his subject, "He Who Laughs — Lasts."

President Lindequist Presides

Nils E. Lindequist, who was elected club president a year ago, presided over his first meeting, and was re-elected, as was Miss White, secretary.

As in the past the Phillipsdale Bird & Son people joined the Massachusetts members at this banquet.

Arrangements were in charge of the Personnel Department under Director of Personnel John J. Murphy. His committee were E. M. Grout, A. W. Smith and Bernice F. Woolley.

Greetings were also sent by absent

members Charles S. Bird, chairman of the board, Philip R. Allen, former Bird & Son president and now a director, and Harold B. Pullar, a director and president of the Berry Asphalt Company of Arkansas.

*More Pictures
on the
Next
Two Pages*



Part of head table: Dr. Carl Byers, speaker, Rogers Weed, toastmaster, of the Roofing Division, Club President

Nils Lindequist and Mrs. Lindequist, John Dower and his daughter, Mrs. Joseph Donovan.

More Quarter Century Club Banquet Pictures



Mr. and Mrs. Peter Kurulis, special guests, with their hosts, Mr. and Mrs. Frank Massey. Mr. Massey is Paper Mill Superintendent.

Special guests were this past year's retirees. Seated with them were management men and wives who were their hosts.



Another Special Guests Table: East Walpole General Superintendent John J. Burke and his wife, hosts, with Mrs. Nordstrom and Herman, Mr. and Mrs. John Pechulis and Mrs. Korburt and Mytro Korburt.



Also a special guest table. From left: Mrs. Frank Reynolds and Mr. Reynolds hosts, Mr. and Mrs. John Dooling, Felix Thompson, Mrs. Lydia Engberg, and Mr. and Mrs. Ernest Koebe. Mr. Reynolds is director of research.

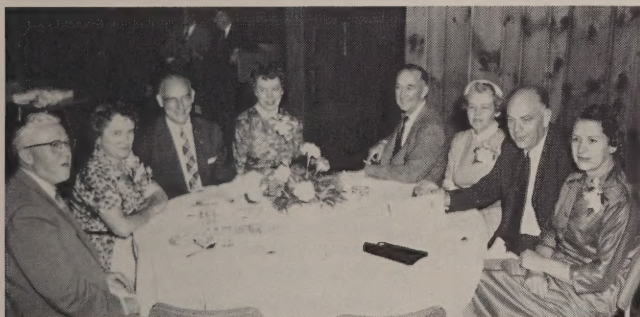


From Left: Mr. and Mrs. Joseph Ambroskievicz, Mr. and Mrs. Carl Anderson, Mr. and Mrs. George Smith (Mr. Smith is retired assistant superintendent of Roofing Plant), hosts; and Mr. and Mrs. Dominic Triventi in front.

We sure look like a big family in that panoramic view. (Previous pages.) Here are some of us a little closer to the camera.



Seated near the orchestra, facing camera are, from left: Ed Bigelow, Mr. and Mrs. Guptil Fillmore, and in profile, Arthur Bent.



Having a good time at banquet: The Earle Davises, the Ralph Hildreths, the Kimble McEwens and the Al Gilmores.



Quarter Century Club members and wives: Ed Scanlon and Mrs. Scanlon, Larry and Mrs. Doane, Retiree Oreste Saraca and Mrs. Saraca, and in front, Fred and Mrs. Morrison.



Retirees' Table: From front, around to left: Philip Muehlberger, Mrs. Pratt and William Pratt of Floor Covering, hosts; Mr. and Mrs. James Connors, Charles Grover, Mrs. Matola and Edward Matola.



Mrs. Domenic Triventi, wife of a new retiree, has her gardenia pinned on by Pearle Butt, one of the company nurses.



MISS JUBILEE. Daddy proudly pinned his Roofing sales meeting badge on his brand new daughter's bassinet, snapped the picture, and sent it along with the comment: "Bird has another '57 winner!" She is Ruth Anne Clements, daughter of James B. Clements of Dover, Delaware.

(Continued from page 11)

Al DeFlaminis is a great booster of the Norwood High School band. His 8th-grader son John is a member and Al helps by chaperoning the youngsters on some of their trips. Sanford High (Maine), where they played this spring, is having a return engagement on May 25 and Al will lend a hand as the local musicians take turns at being the host.

NORWOOD ROOFING PLANT

ARTHUR MCKENNA	JULIUS AUKSTOLIS
RUTH PHELAN	JOHN FOLAN
JOSEPH L. CARCHEDI	FRANCIS WALL
JOSEPH NEVINS	MICHAEL MEOMARTINO
	MARY DRISCOLL

After a dozen years of working on No. 7 Machine, Patsy Rizzo has gone down to the lower storeroom as the new custodian. His title on the records is assistant storekeeper.

Peter Carchedi, former No. 7 Machine tender, has now transferred to the Machine Shop as a helper. This should give him more time to complete his plans for the new home he expects to build soon.

John "Jimmie" Reynolds, acting Union secretary, will be the new machine tender on No. 7. Good luck to Jimmie.

Donald Fitzgerald, our new messenger, is a boogie-woogie piano player.

After months of debating whether to go to school next fall, get married, or buy a car, Dave Hertzberg has decided. He bought the car.

David Fleming took a trip to New Jersey, visiting his son, David, Jr., then went on to Pennsylvania, spending some time with friends.

We offer our heartfelt sympathy to Jimmy Smith upon the sudden passing of his father.

Eddie O'Rourke has returned to work after his recent accident. Glad to see him back taking over his machine tender's job to which he has been newly appointed.

Frank Gonsalves has recently been drafted for a two-year hitch with Uncle Sam. Hope to hear from "Poncho."

Our enthusiastic fishermen, Harry Brylinski and Archie Pyne, with a group of friends went deep sea fishing. Harry was bragging about being the first to make a catch, getting the biggest (13 lbs.) and the most for the day. How's that for a fish tale!

Francesco Antonico, retired, who worked on No. 6, has gone back to Bonefro, Campobasso, Italy, again, maybe for good, he says, since his family are all in the old country. He was sailing May 13 from New York on the "Colombo" of the Italian-American line for Naples. He had been back once before since he retired.

FLOOR COVERING PLANT

WILLIAM MELISH	GEORGE SHACKLEY
GEORGE GROVER	DOROTHY HAWES
CHARLES COBB	FRANK SHUMSKI
THOMAS BLUNDELL	JOSEPH WALL
NAZARENO LORI	JOSEPH RADZEVICH
	WILLARD JONAH

Bob Bowler, or "Mr. Curtain Timer," played a role in "Harvey," given at the Norwood Junior High by the Curtain Timers on May 4 and 5.

George Silva, a Research Division co-op student, is the proud owner of his first car.

Frank Clerici, Northeastern co-op student in the Lab, has been taking flying lessons in preparation for service with Uncle Sam come June. According to what his friend Tom Hopkins says, Frank is making real progress.

Philip Muehlberger, retired, tells us that he has a part-time job as custodian at the Norwood Cooperative Bank, and is very pleased with this work.

Florida drew several men from Shipping for winter vacations. Jim Bunker went to Clearwater to watch his son Dick train with the Phillies Ball Club. Felix Counter went to Palm Beach for his health and Vito Puopolo and Rudy Nordstrom to Miami for rest and relaxation.



NEW HAMPSHIRE FOLKS of Bird & Son. Mrs. Ernest Panneton, wife of Ernest Panneton of the Manchester Shoe Carton Plant, holds their new son, Robert, who was just 10 days old when this picture was taken.

Charles Daly and Pete Knox have left the Shipping for Maintenance.

It was nice to see Eddie Szahun, former messenger boy, when he was home from the Navy. He had been transferred from Oklahoma to Jacksonville and expected to be going to the Mediterranean with the fleet.

Larry Hewins reports he was sorry he gave up his ticket to the bowling banquet, but was pleased he gave it to Paul Galano, who attended with Angelo "Beebee" DeFlaminis. Both enjoyed the entertainment. They sat in a spot which enabled them to see quite a bit of the entertainers.

Bill Cherry is being kept busy nights and week-ends helping his son build a house.

Entrant in the BAA Marathon the 19th of April was John Flynn, Northeastern co-op student, who is studying to be a chemist and works under Ira Gray of Research. John comes from Framingham, through which the annual classic is run, and had been training week-ends before the big race. Talk about John recalled to some in the department the fact that Philip Macchi, design department head, had been quite a runner some time back.

Sam Piraino has finished building his house and reports that there is still a lot of grading to be done. Other home owners assure Sam that a place is *never* done.

Sympathy is extended to Matty Connolly, whose oldest brother, Roger, died suddenly last month.

New Britain News

By RUTH E. MIDDLETON

Our Bird Review reporter, Isabel Faria met with an accident a couple of months ago. She fell down a flight of stairs at her home. The office and factory made a collection for her and, also, sent her a bouquet of mixed flowers. We hope to see her back with us soon.

Anna Stryczek and family have a beautiful new split level home. We are all waiting for a chance to see it.

Frank and Edna Buttom have left Bird to make their home in Ohio.

We would like to welcome all the new workers out in the shop and hope they enjoy working here.

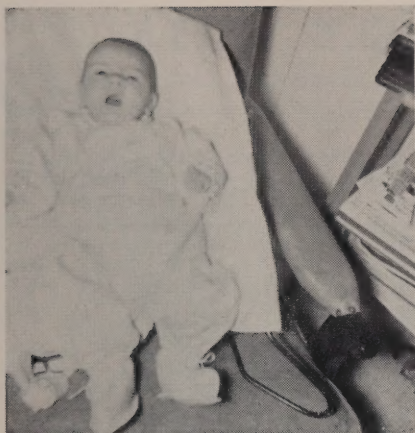
We, also, have a new face in the office. She is attractive, blonde (Mrs.) Sydelle Gravitch, working part-time, until Isabel is able to come back.

Celebrating their third anniversary at the Bird New Britain Plant are Anna Florio, Anna Stryczek, Gertrude Kaweck, Lola Mondoruza, Maria Kowalski and Maire Tasiemka.

We were all glad to see Emily Ajaski back to work after a two months' illness.

We were all sorry to see Robert Dam-brosky, printer slotter helper, leave April 26. Bob left to enter Boston University School of Music. We all wish him the best of luck and success.

Ralph Porter, son of Chester Porter, made the Dean's List at Holy Cross College.



CONNECTICUT Bird & Son Grandchild. This is two-months-old Stephen Grudzinski, grandson of Mrs. Emily Ajaski of the New Britain Plant.

Lewiston News

By

HELEN LANE AND
JOAN WALMSLEY

Mabel Peare is back from Chicago where she became the proud grandmother of a baby boy born to her daughter, Marlene.

Rosamond Mann is the proud mother of a little girl, Rose Ellen.

Elizabeth McCabe and husband Barney visited her mother in Watertown, Mass., recently.

This month we welcome Julianne Rouseau, and belatedly welcome Alice Collins, who is practically an old timer now.

Janet Walmsley was planning on a two weeks vacation in Florida, with some sight-seeing in New York and Washington. Leola Gilbert will take her place for the two weeks.

Guy Houghton had a nice week-end in Connecticut, where he visited friends.

How nice Rita Tremblay and Fern Champagne look with their new short hairdos.

Mary R. McCarthy

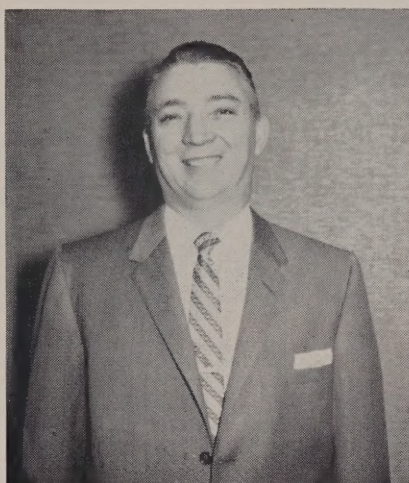
MARY R. McCARTHY, assistant to the director of personnel, died at the Pondville Hospital, Norfolk, on May 9 after a long illness. She was not quite 55.

She came to Bird & Son in May 1946 as secretary to Creighton Hill, former director of personnel. In January 1950 she was named assistant to the director of personnel. She also served on the Review Advisory Committee.

A native of Marlboro, Miss McCarthy had lived recently in Sherborn. She graduated from Wellesley College in 1924. Before coming to Bird & Son, she had worked as a secretary for the

U. S. Treasury overseas in Paris and in Washington, D.C.

Funeral services, held at the Forest Hills Crematory Chapel on May 11, were attended by a number of her Bird & Son friends. Surviving her are a sister, Mrs. Margaret Fitzpatrick of Brooklyn, and several nieces.



NEW COMMISSIONER of Softball in Norwood.

John J. Cooke Named Softball Commissioner

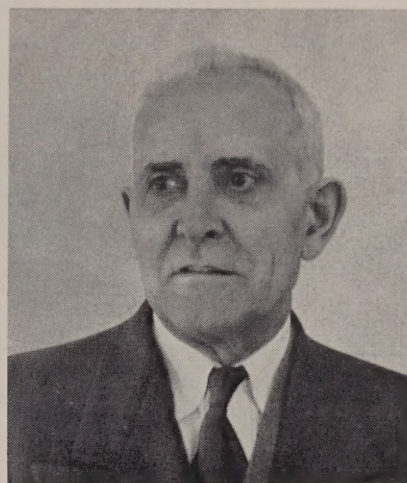
JOHN J. COOKE of Norwood, employee for many years at No. 1 Box Shop, has been appointed Softball Commissioner for Norwood. This appointment is a natural, as John is a softball great in his own right, as a pitcher — and has kept active in softball circles through the years. He is a recognized authority on the rules of the game. (This is of course in addition to his regular job at Bird & Son.)

The Bird Club has a softball team entered in the Norwood League. Last year John Cooke pitched one game for them. To quote Joe Wall, Bird Club manager, in a recent article he wrote for the local papers:

"Last year, John put on his Bird & Son uniform and came in to pitch on relief against the ever powerful Foxboro Co. team. At the age of 49 he proved he could still be considered a great pitcher, when in this game he faced 12 batters and retired all of them in succession. . . ."

As Commissioner it is Cooke's job to oversee some 10 teams in the Norwood (Amateur) Softball League, to make sure all rules are observed, and to serve as contact between Norwood and the Metropolitan Commissioner.

Just Retired



CORRADINO DIBERTO retired on April 30. He lives at 20 Oolah Avenue, Norwood, and has been employed in Floor Covering Finishing since coming to Bird & Son, June 6, 1933. He has been winder man, slitter man and an assistant inspector.

Births

To the Frank Zabs, a son, James Dale, April 13. (Phillipsdale)

To the Arthur Hixsons, twin daughters, Deborah and Diane, April 15. (Paper Mill)

To the Robert Ellises, a son, Mark Stephen, April 16. (Paper Mill)

To the Uno Wiiks, a son, John William, April 21. (Norwood Roofing)

To the George Trabuccos, a daughter, Camille Ann, April 29. (Phillipsdale)

To the Thomas Spencers, a daughter, Mary Frances, April 30. (Roofing Sales)

Marriages

Edward O'Donnell (No. 2 Box Shop) and Aurora Savi (Office), on Easter Sunday, April 21, at St. Mary's Church, Dedham.

Acknowledgments

Thank you sincerely for your thoughtful kindness at a time when it was deeply appreciated by the family of Mrs. Hulda E. Carlson.

(Phillipsdale)

Thank you sincerely for your kind expression of sympathy. It was deeply appreciated and is gratefully acknowledged.

Matthew B. Connolly

To thank you for your kindness and sympathy at a time when it was deeply appreciated.

Nora Kane

Gratefully acknowledging and thanking you for your kind expression of sympathy.

Mrs. Richard H. Smith and Family

To thank you for your kindness and sympathy at a time when it was deeply appreciated.

The Feeney Family
(Other acknowledgments page 9)

SHREVEPORT ROOFING AND FELT MILLS

STAFF: LUCILLE BURROW, D. L. OLIVER, JR., WILLIE L. SMITH, FRANK MARKHAM, ANNE EDDY, J. K. COLVIN,
JOHN E. EVANS, JR., EDWIN SOMPAYRAC, RICHARD POTTER, Photographer

Your Attention, Please!

WE at Shreveport are very proud of the Certificate of Achievement just received from the Asphalt Roofing Industry Bureau (see picture). This was presented in recognition of an outstanding record in the reduction of disabling accidents.

Last year we were charged with only one disabling injury and all of us here at Shreveport and Glenwood worked roughly 500,000 man-hours. Our achievement is expressed in terms of a frequency rate. You determine this by multiplying the number of disabling injuries by 1,000,000 and dividing that figure by the man-hours worked. In our case with one injury, dividing the man-hours into 1,000,000 we come up with a rate of 2.13. This is about four times as good as the industry average of 8.51 and is much better than our 1955 rate of 3.96.

It would have been nice if in the picture we could have had all the employees — Glenwood, office employees, felt and roofing mill employees — because every one of us from A to Z, Willie Adger in the Blowing Department to Frank Zellner in FSL Cleaning, did his part in making 1956 a safe year.

Shreveport Speaks

Shreveport and Glenwood both enjoyed a visit from a very charming young lady from East Walpole. Eleanor Garland spent the week of April 8 visiting us and climaxed the trip by catching a plane from a New Orleans airport back home. We can't be sure about Eleanor's reactions, but we certainly enjoyed her visit and hope that it is not long before she decides to return for a longer stay. During her very brief visit here, we attended parties, visited the Glenwood Plant and then starting at 3 o'clock in the morning she was accompanied by Edwin Sompayrac, Grace Fuller and Lucille Burrow on a motor tour of Louisiana, through the State Capitol Building at Baton Rouge and then the famous French Quarter of New Orleans.

(Eleanor's note: I had a wonderful time. See Milling Around, Main Office notes.)

Lamar Oliver III, son of D. L. Oliver, Jr., is a junior at Midway Junior High School, very active in Boy Scout work, a member of the Air Scouts, treasurer of the Boy Scouts Scribe and helps the den mothers at cub meetings. He recently was guest of Judge G. Randall Whitmeyer at the traffic session of City Court, sitting on the bench with the judge.

William A. Kirklin, father of Bill Kirklin, Jr., of the Shreveport Laboratory, was one of the honored guests recently at the unveiling of the statue of "Joe Roughneck" at Longview, Texas. The unveiling was part of a day-long

celebration commemorating the 25th anniversary of the discovery well of the East Texas Oil Field. Mr. Kirklin was so honored because he was a member of the drilling crew that brought in the discovery well in 1932. The statue is a bust of an average oil field roughneck and is dedicated to all East Texas Oil Field workers. Incidentally this was the first statue ever cast in the South from a steel mill located in this area, complete to the minutest detail.

We were honored recently by the visit of Dyer Blanchard, our representative for Houston area, bringing with him representatives of Coale Roofing & Distributing Company and Permatex Roofing Company.

We are very happy to have Loraine Williams in our Bird Family. She is one of the Sales Department's correspondents.

K-JOE, one of Shreveport's radio stations, has a program whereby they call car license numbers and the person has five minutes to call in to receive an amount of money. If they do not call, the fund grows larger for the next person. One Monday while H. B. Beauchamp was attending a lumbermen's meeting in Dallas, Texas, his number was called and the amount was \$620.00.

We were very glad to see Charles Musick looking so well when he visited the office last week. Charles is a new member of the "Honey-Do" Club. He had an operation in March and the doctor says he is not yet ready to come back to work. So, in the



CERTIFICATE OF ACHIEVEMENT to the Shreveport Plant from the Asphalt Roofing Industry Bureau for outstanding reduction of disabling accidents in 1956. There was only one disabling injury in 500,000 man-hours. The frequency rate of 2.13 is about four times as good as the industry's average. Left to right: Front row — George Walker, Frank Markham, J. D. Johnston holding award, B. P. Soward. Second row — Claude Ragsdale, Jake Brown, Phil Johnson, Wylie Walden, Willie Smith, D. L. Oliver and William Winkler.



ATTENDING DEALER MEETING in April at Dothan, Alabama, held for Williams & Voris Lumber Co. of that city. Left to right: J. D. Johnston, southwestern manager, Jake Carr and John McKinney of Williams & Voris, E. W. Wright, Bird representative for the Dothan area, Mason Freeman of Williams & Voris, and Fred H. May, Bird sales manager, Gulf District.

meantime it is, "Honey, do this" and "Honey, will you do that." He has waxed the floors, polished the furniture, washed the windows and hung out the wash. Charlie says he really needs to get back to work to rest up.

When Frank Markham sent in a picture of the fish he caught several months ago, he posed with only one fish and said, "One of eleven." This has caused him to take quite a bit of ribbing. But on a recent Saturday morning he dropped by the plant early and had the proof that he does catch more than one fish on a trip. Frank had a string of FIVE nice white perch and on a wall that we will not be needing any longer, this was chalked off before witnesses.

Wilbur Harrison has joined the ranks of the "do-it-yourself" boys. Red is building an additional room to his home at 2005 Freewater Street.

Jake Brown was a grandfather for the first time on April 8. He is very proud of this granddaughter, whose name is Sandra Renee Williams.

Dude Davidson took a two weeks' vacation and spent it fishing, resting and going to see "Cindy," his granddaughter.

We extend our sympathy to Phil Leon whose father passed away March 29.

Noble Sanders joined James Moore for a two-week stay in the hospital. James is still in Willis Knighton, but can have visitors.

Janice Marie and Sandra Kay, daughters of Marvin Dyess, last week were both in the hospital at the same time in the same room with the same illness — pneumonia.

Charley Williams attended the State Federation of Labor Council that met here April 1-4.

Claudia Neal is very proud of his stepson, Ronald Johnson, who graduates from Waldo High School, Waldo, Arkansas, this year. Ronald is Salutatorian of his class. He is a relative of Owen Whitehead, now retired, of Berry Asphalt Company; grandson of Mr. and Mrs. J. C. Carroll and Mr. and Mrs. W. C. Johnson, with whom



FLYING OCTOGENARIANS. At the Greater Shreveport Airport just before flying back to their home in Chicago Mr. and Mrs. J. A. Soward stand between their son, Shreveport

Plant superintendent, and his wife, Mr. and Mrs. B. P. Soward. Although Mr. Soward, Sr. is past 90 years old, he is very straight and active. Neither he nor Mrs. Soward, who is in her early 80's, look to be past 60.

he is making his home. He plans to work this summer and enter Southern State College, Magnolia, Arkansas this fall and study engineering.

Sports Notes

AS we sent in these notes the last of April, the softball season was just a matter of a few weeks away. Both Bird & Son teams were shaping up well in spite of the rainy weather that limited the practice schedule.

This season, Bird's white men's team will compete in a new league formed this spring and will be called the GOODWILL LEAGUE. Besides the

Bird team, other teams in the league will be Southwestern Gas & Electric Company, Superior Iron Works, Big Chain Groceries, Knights of Columbus and the Y's Men's Club. All regular season games will be played at Atkins Field on Monday, Wednesday or Friday nights.

Bird's colored men's team will again compete in the Metropolitan League this year. Other teams in their league are Texas Eastern, Bel Air Apartments, Hollywood Civic Club, Allendale, Mooretown, Stonerhill and the All Stars. Their games will be played at the Hollywood and Stonerhill Fields on Monday and Friday nights.



SHREVEPORT REPORTERS' ANNUAL DINNER was held in April at the Aquacade Room of the swank Shreveport Motel while Assistant Editor Eleanor Garland was making a vacation visit to Lucille Burrow. Many subjects were discussed and a number of good ideas brought out.

Left to right: Dick Potter, Lamar Oliver, Edwin Sompayrac, Lucille Burrow, J. D. Johnston, Eleanor Garland, Fred May, Frank Markham, John Evans, Kent Colvin, Ollie Sherburne, Anne Eddy, B. P. Soward and Willie Smith.

Glenwood News

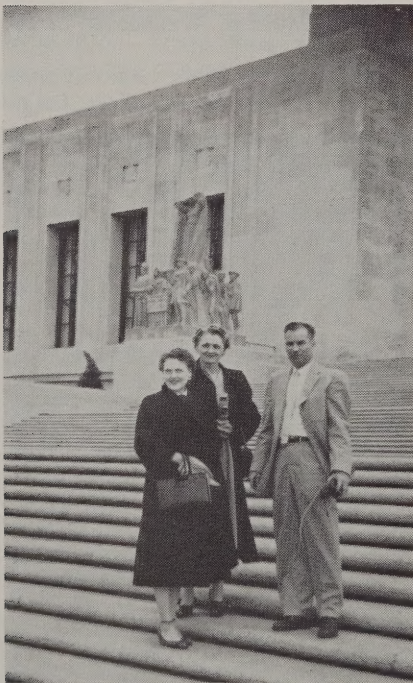
By HURCIL COWART and
ROBERT STEWART

We have two employees with daughters graduating from high school this year. One is Patricia Ann Smedley, daughter of Numan J. Smedley, shovel operator at the Glenwood Quarry. Patricia is graduating from the Glenwood High School. The other is Quintella Caldwell, daughter of Orville E. Caldwell, clean-up man at the Glenwood Granule Plant. Quintella is graduating from the Caddo Gap High School, the only girl in a class of nine.

Recent vacationers have been Carl Whately and Charlie Ashley. Carl was off visiting with his daughter and grandchildren. Charlie was off to plant corn. Charlie recently bought a new garden tractor and he is putting it to good use.

Hurcil Cowart and Leroy Tigie, our star fishermen, have been giving the catfish fits lately. They put out trout lines and really fish for fish as well as fun.

William (Finice) Caldwell and his wife, Clara, who have not been blessed with children of their own, have recently, after several years of trying to adopt children, found two wonderful youngsters who have already begun to brighten their lives. The youngsters are named Danny and Cathy, real brother and sister. Danny is eight years old and Cathy is 10. We have no picture of them yet, but Finice has promised one so perhaps we'll have one for the next issue.



SHREVEPORTERS on steps of their state capitol at Baton Rouge. They are, left to right, Grace Fuller, Lucille "Miss Mac" Burrow and Edwin Sompayrac, all of the Bird Louisiana office. Picture was taken by Eleanor Garland on vacation visiting Lucille. Steps of magnificent building are marked for each of the 48 states (including damnyankees' states).

Our most recent visitors were Eleanor Garland of East Walpole and Lucille Burrow of Shreveport. We were well pleased to have these ladies come to Glenwood and see another Bird operation and get acquainted with more of the Bird Family of some 3000 men and women. It is hoped that if either of these ladies has the opportunity to come our way that they will do so, for the welcome mat is always out to them.

We understand at the time of this writing that Frank Markham of the Shreveport Plant plans to do some fishing near the Glenwood Plant at Lake Narrows. You may be sure that he will bring in the fish, but we are not too sure of any proof at this time. All pictures will come later we hope.

Berry Asphalt Co. of Arkansas

Magnolia News

By STELLA HINES

Judy Pierce, Magnolia PBX operator, enjoyed a week's vacation in Panama City, Florida.

Jim Zinger, son of Roy L. Zinger and student at Davis Elkins College, Elkins, West Virginia, spent the Easter vacation with his parents in Magnolia.

Bette and Janet Van Pelt also spent the holidays with parents A. T. and Elizabeth Van Pelt. Bette came home from Gulf Park College, Gulfport, Mississippi, and Janet from her teaching duties in Wisconsin. Bette is graduating at the end of May. She was elected May Queen, was president of the YWCA, of the Delta Alpha Sigma Sorority (national junior college sorority), and belonged to the Dance League, Jet Maskers and the Samovar Club.

Merle Davis enjoyed one week of vacation the early part of April in spite of the bad weather. Merle, Gaylen, and daughter Judy drove to Brownwood, Texas, for a couple of days.

The Dogwood Trail in Northwest Louisiana, just out of Plain Dealing, is a sight worth driving many miles to see. For about 20 miles through a mountainous region, this trail is laid out to give the sightseer a view of the dogwood trees in full bloom. For the first time, we took this tour this year and I don't plan to miss it again.

Walter W. Kozlowski

WALTER KOZLOWSKI, retired, died April 8 at his home, 320 Lenox Street, Norwood.

At the time of his retirement in 1954, he had completed 28 years of service at the East Walpole Boiler Room. From 1938 to June, 1949 he served as a fireman. When his health began to fail in 1949, he took on lighter duties, finally retiring in De-

cember, 1954. At the time of his death he was in his 68th year.

Mr. Kozlowski is survived by two children, Agnes of Norwood who is employed in the Bird & Son office, and a son, Raymond, who is serving with the Marine Corps.

Funeral services were held on April 11 with a solemn high mass of requiem at St. Peter's Polish Church, Norwood. Burial was in Highland Cemetery.

William F. Geary

WILLIAM F. GEARY, retired Finishing Mill foreman, died at his home on Union Street, East Walpole, April 12, after a long illness. He was a native of Walpole, born January 13, 1882, and had lived in this town all his life.

When he retired in December, 1949 he had achieved one of the longest active service records of any Bird employee. His original employment date was July 1, 1896, giving him 53 years of active service. He was for a great many years the foreman of the East Walpole Finishing Mill, a position he achieved by working during his early years on several production jobs in that same mill.

Mr. Geary had served the Town of Walpole as a Registrar of Voters and as a Fire Department official. He was active in his church and one of the charter members of the Walpole Council Knights of Columbus.

The early Bird & Son ball club, organized about 1912, could not have operated without the services of W. F. "Tap" Geary. He not only managed the club, but was one of its consistently good ball players. He played in the outfield, usually in left field. He was a good hitter and a fast base runner. He also played semi-pro ball in the Walpole area. His interest continued for many years. Even in his 40's he was still playing in inter-departmental games.

Mr. Geary is survived by his wife, Annie (Leahy), three daughters, Mrs. Stephen Giandomenico, Mrs. James J. Hinchey and Miss Claire Geary, all of East Walpole, and four grandchildren.

The funeral was held on April 15 with a solemn high mass of requiem at St. Mary's Church, East Walpole. Interment was in St. Francis Cemetery, South Walpole.

CHICAGO ROOFING PLANT

STAFF: ROBERT W. MACLEOD, ROSE FOX, VIRGINIA O'BRIEN, JOSEPH BLACKMAN, MARTIN PEARCE

Chit Chat

Dudley Donaldson, who was recently hospitalized, has recovered and is back on the job again.

Wilson Williams, doing his Easter shopping over on 12th Street, was coming out of the store with his arms filled to the overloading point with packages when he felt a hand going into his rear pocket. Wilson couldn't grab for the hand for fear of dropping his packages. He started to do the next best thing — yell to his wife for help. But as he turned, he looked into the grinning face of Milton Crawford.

Easter was good to Earl Brandon. He went to Tennessee to bring the Mrs. home and wound up with a beautiful '57 Mercury — and the Mrs. too.

Vacation time is here again. A few have taken early ones. Bernie Van Brussel vacationed in Florida with his family. They had a fine trip and Bernie says, "Yes, the oranges are growing." Too, while in Florida he paid a visit to Ted and Lil Grembowitz. Ted and Lil worked for

Bird's Chicago Plant before moving to Florida.

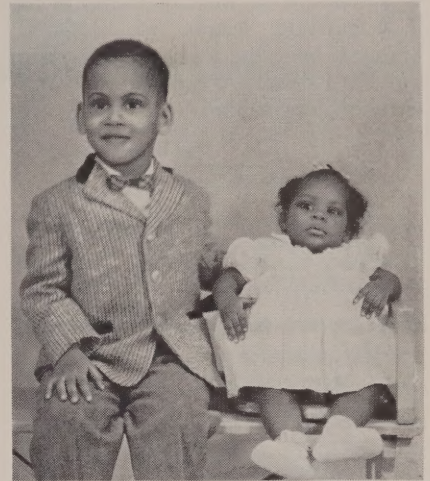
Andrew Edmund enjoyed his vacation seeing Chicago, while Wasyl Salik worked at home and enjoyed it too.

We welcome Anthony Christopher as our new president of Local 170.

Charlie Sheeley, Maintenance, was on time for the smelt fishing. Every night for two weeks he spent fishing. Caught 400 smelts. Some of the Bird employees were supplied with smelts, and Charlie says that his deep freeze is packed with them. Easy to figure out that Charlie loves fishing.

We wish to welcome Anna Peterson to the Bird family and we hope her stay with us will be a long and pleasant one.

Al Bohnenberger, Master Mechanic, Chicago Plant, became a grandpa again on April 10, 1957, of twin grandsons, Tyler 6 lb. 2 oz. and Joel 6 lb. 3 oz. They are sons of Janet and Don Brown. (Don Brown formerly worked for the Chicago Plant.) So, congratulations to Grandpa Bohnenberger and Mr. and Mrs. Don Brown!



CHICAGO'S Joseph Blackman of No. 6 Machine, is proud of these children of his: little Joe, Jr., 3, and Sheila, five months.



DOUBLE WINNERS. Chicago Roofing employees should be justly proud of earning safety awards from both the National Safety Council and the Asphalt Roofing Industry Bureau.

P. C. Johnson, our western manager, presents awards to W. T. Wiggins, plant engineer. They are for first place in the Council's

Paper Industry contest and for the A.R.I.B.'s 1956 contest.

Also standing are William Wittenberg, Jr., Anthony Soltan and Roland Abraham, union safety committee members, and Raymond Gusick, general foreman.

Seated are R. W. MacLeod, office manager, and D. E. Frazier, sup't.

PHILLIPSDALE FELT MILL AND INSUL BOARD PLANT

MANUEL OLIVER
ARTHUR TRUDELL

DAVID S. LOWRY
ALLEN PERKINS

LESLIE E. HOWARD
RAYMOND NOLAN

Bowling Tally

HERE are the final standings of the bowling league for 1956-57. Winners were the Engine Room, with the Yard team second, and the Millwrights close behind.

	Won	Lost
Engine Room	44	31
Yard	43	32
Millwrights	40	35
Insul Board	35	40
Office	34	41
Machine Shop	29	46

High scorers and prize winners were:

<i>High Average</i>	
Matt Pino	108 41/62
<i>High Three</i>	
Joe McBride	383
<i>High Single</i>	
Howard Inman	148
<i>Second High Average</i>	
Pat Pino	104 39/57
<i>Second High Three</i>	
Armand Roy	368
<i>Second High Single</i>	
Gus Mollerberg	140
<i>High Team Single</i>	
Machine Shop	563
<i>High Team Three</i>	
Office	1520
<i>Ladies High Single</i>	
Jane Olney	119

Averages of 100 or better were:

Matt Pino	108 41/62
Joe McBride	106 13/69
Howard Inman	104 52/69
Pat Pino	104 39/57
Armond Roy	103 24/71
Dave Seeley	102 48/75
Ray Nolan	102 25/66
Henry Lourenco	101 7/69
Ed Boisvert, Jr.	100 67/69
Tony McBride	100 38/63
Angelo Medici	100 26/51
Ginger Conti	100 23/60
John Borges	100 4/66

Those who were present every week were Dave Seeley, Arthur Trudell, Joe Medeiros and Manuel Rebello.

Around the Plant

Bob Soderlund, son of Clif Soderlund in DPM (Maintenance), is attending the meetings of the East Providence Rotary Club during May as a Junior Rotarian from the East Providence High School.

Robert Blake is taking one week of his vacation early along with Arthur Medeiros so as to get some homework done.

Halford Perry, son of Pete Perry in the Wood Dept. (DPX), was one of the members of the victorious Haven Methodist Basketball Team in the finals of the Rhode Island-Massachusetts YMCA Tournament.

George Condry's pony has been passing through a sick spell which has been keeping George up late nights. The pony is all right now, but we are not sure about George.

Walter Justynski, son of Clem Justynski of the Insulating Board Plant, has become a member of the Rhode Island Honor Society because of his good record in the Tolman High School. He expects to enter the University of Rhode Island in the fall.

Joe Rakutis has been living on soft food waiting for his new teeth to arrive. He has lost several pounds and says he feels better.

Albert Farrell has bought a house in Hoxsie not far from the waterfront and is taking orders for seafood.

We welcome two new men this month, Joseph Hammond and Kenneth North, who have started to work in the cutter room. We hope they like their work with Bird & Son.

Our sympathy is with the family of Albert Carlson, whose mother died April 27.

Buck Manchester and family are spending their vacation taking a trip to New Mexico where they are visiting his son.

On April 24, a group from Phillipsdale were the guests of the office bowling team of East Walpole. According to our story, we had a couple of practice



SEES SISTER FOR FIRST TIME. Anthony Perry, Phillipsdale, saw his sister Feliminia, here, for the first time when she came here in March from the Azores. Feliminia was born after Anthony left their home to come to America more than 40 years ago. The sister's husband hopes to join her here soon.

strings with them and then it was decided to have a match. This string which we rolled after the practice strings was quite encouraging to Phillipsdale. The two practice strings were not of much interest. Roger Anderson rolled one string of 117 which to us seems phenomenal. Everett Rockwood was the only man on the Phillipsdale team to break 100.

On the Go with Our Technical Men

AS we go to press, the annual technical conference of Bird & Son and Building Products Limited men is going forward in Montreal.

Attending from the States is a six-man delegation: Director of Research Frank P. Reynolds; Building Materials Vice President E. L. Chamberlain; J. W. Kemmler, chief chemist, Research; Stanley Sallie, chief chemist, Building Materials; Leonard W. Weaver, geologist; and Richard N. Potter, chief chemist of our southwestern division. They are conferring with their opposite numbers in the Canadian firm, which has a long association with Bird & Son.

Among the subjects to be discussed were test decks. The United States delegation was looking forward to inspecting the Canadians' shingle weathering layout. They wanted to compare the differences between shingles exposed in Quebec and those in Mas-

sachusetts and Louisiana, for example, where there is a marked climatic difference.

In April, Mr. Reynolds and Mr. Sallie both attended the Building Research Institute meeting at the Drake Hotel in Chicago. Mr. Reynolds is a member of the board of governors and on its program committee, which planned the subjects under discussion.

Mr. Sallie took part in a panel discussion at the "Weather-proofing the Building Shell" session. His particular subject was the *mechanics of blistering*.

In the Paper Division, Hermon Barker, chief chemist at East Walpole, is a member of a committee to form a new branch of TAPPI, a national technical association of paper men. The new group will be the Eastern Massachusetts District, a subdivision of the New England Section.

The Inquiring Reporter

The Question: **How did you happen to come to work at Bird & Son?**



MASON CLARK, No. 2 Box Shop, East Walpole. I started work at the Norwood Press when I finished school. Then there was a slack spell, when I was laid off. After two months I dropped in at Bird's Employment Office and put my name in. In a couple of months I was

called to come to work, starting in the Store-room with Arthur Wilson. Later I transferred to Shoe Cartons.



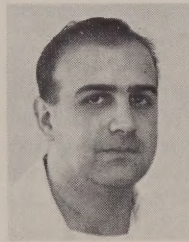
CATHERINE PADDEN, Purchasing, Main Office. Some years ago, Norwood High School sent me to work at Bird & Son a few months before graduation, where I enjoyed my work for 12 years before leaving to get married. When my sons grew up, I could think of

no better place to work than Bird & Son, especially when I found out I was going to work with former friends and co-workers.



JOHN HEYLIN, No. 7 Machine, Norwood Roofing. I came to work for Bird's when I graduated from high school in 1939. It was a family affair as my father worked at the Box Shop and mills for 44 years until he retired in 1949. Then he had two brothers who also

worked for Bird, Dave, who is down at the Flooring, and Joe, who is now a mailman at the Post Office.



ALDO SAVI, Corrugated Dept., No. 1 Box Shop, East Walpole. Bird & Son came into my life by way of my brother, Al, who works at the Roofing Plant. I started to work here after graduating from the Dedham schools. I started to work in the Office Storeroom, then trans-

ferred to the Paper Machines, and later up to No. 1 Box Shop.



WALTER BISDNACK, Machine Tender, No. 4 Paper Machine, East Walpole. My father worked at DF (Finishing Mill) many years ago. I had, before coming here, previously worked at a plant (now closed) that gave no vacations or bonuses.

I welcomed the chance to come to Bird, not only because of vacations and such, but also because of steady employment. I will have 28 years of service in August this year.



ERNEST DOW, Floor Covering Undercoat, Norwood. When the Springdale Finishing Company in Canton closed operations I came to Bird & Son on the recommendation of Thomas Rogers. I knew him in my own town before coming here.

Reporters who did the inquiring were: Frank Nyborn, Natalie Locke, Catherine Brady, Ed Silva, Bill Melish, Joseph Nevins and John Walsh.

BIRD CLUB

A new president and vice president of the Bird Club were elected at the May Council meeting. Andrew B. Center is president and Moses "Moe" Bader, vice president. A. W. Smith and Velma Cobb were elected secretary and treasurer respectively at the annual meeting last month. The president expects to attend the NIRA conference in Chicago next month.

Successful Washington Tour

The club trip to Washington over the Easter week-end was just as successful as everyone hoped it would be. Publicly and privately, those who went said they had a wonderful time — it was well run, they saw the places they hoped to see, enjoyed each other's company, and are looking forward to the next trip.

BIRD CLUB TOURISTS in Washington posed for this excellent photo on the grounds near the Capitol. Standing, from left: Paul Hammond, bus driver, then Francis Devlin, Arthur Holtman, Robert Johnson, his father, Ed, and his aunt Elin, Percy Spiers, Gertrude Jalkanen, tour leader Andrew Center, Mrs. Virginia Heikkila, Gunnar Lundquist, Elizabeth Gleichauf, Alice Wenstrom, Barbara Hanks, Mrs. LaLiberty and Philias LaLiberty, Mrs. Essie Elliott, Mrs. Marion Glines, Charles Wisniewski, Michael Sawkiewicz, Mrs. Ellen Costello, Ronald Allison and David Coburn.

Seated: Evelyn Pascoe, Mrs. Holtman, Mrs. Ed Johnson, Gene Surowiec, Charlene Tamm, Doris Sawyer, Dot Marcus, Olive Sleeper, Florence MacDonald, Roxy Coburn, Jane Fallon, Helen Curran, Margaret Taylor, Mrs. Mary Fallon and Gail Fitzpatrick.

Traveling by train both ways, they toured the city by bus, both Friday and Saturday, visiting government buildings, Mt. Vernon, the White House, the Washington Monument, and many others.

In Lincoln Pew

Sunday morning they went to church. One couple in the group had an experience they will cherish the rest of their lives. Ronald Allison of Bird Machine Co., who came over from Scotland not too long ago, attended church under his former Scottish pastor in Aberdeen, Dr. George Docherty, who is now the minister of the New York Avenue Presbyterian Church in Washington. This is the church where Lincoln worshipped. Ronnie and his fiancée, Gail Fitzpatrick, had the honor, through Dr. Docherty, of sitting on Easter Sunday in the Lincoln pew.

Audiences Liked "Yeomen"

As a proud mother (herself a Bird office girl) of one of the yeomen in the show remarked after the final curtain and the last applause: "This is getting to be a classic around here, this annual musical comedy of the Neponset Choral Society."

You'd think so, too, if you were there the second night and saw the packed house.

This year's Gilbert and Sullivan production was "The Yeomen of the Guard." The audience was enthusiastic both nights at the Walpole High School, May 2 and 3. Director Leonard Weaver and all his fellow choral so-

ciety members can be assured that another successful season has been brought to a close. Next month, the Review hopes to have a picture or two taken during the play the second night by the Review photographer.

Men's Golf

John Kunelius, chairman, reports that four teams are playing Friday nights at the Walpole Country Club. Captains are: John McDougall, No. 1; John Eppich, No. 2; Gordon Webster, No. 3; and John Kunelius, No. 4. Play began May 3.

Girls' Golf

The girls started their season on Monday evening, April 29, at Walpole, says chairman Dot Cronin. They have



MT. VERNON. Barbara Hanks and Evelyn Pascoe.



four teams, the Comets, captained by Velma Cobb; the Hopefuls, with Julia Lewis, captain; the Jems, Mattie Mc-Lauchlan, captain; and the Fores, Anne Smith, captain.

Softball

The Bird Club Softball team, entered in the Norwood Recreation League, is getting well under way, according to its manager, Joe Wall.

Veterans Entertainment

Big doings were afoot for the show's last appearance to be given as usual for the children at the Massachusetts Hospital School in Canton. The committee and cast go all out to give the kids a good time. The big night will be May 14.



THEY STOPPED to eat too. Evelyn again and Elizabeth Gleichauf.

Bowling Banquet

Trophies were awarded, as in the pictures, to the top team and individual bowlers at the banquet. This was a catered dinner held at the Legion Hall in Medfield, Saturday evening, April 27.

Winner for both halves was the FBM, Roofing Maintenance, team. Also double-runner-upper was the FFR team from Floor Covering.

Top scores for the season were:

			Team
High Single			
Nick Bader	165	FBI	
2nd High Single			
Earle Higgins	154	FFR	
High Three			
Bill Hebner	392	FBV	
2nd High Three			
Uuno Wiik	361	FBN	
High Average			
Angelo LaSalvia	108.2	DF	
2nd High Average			
Moe Bader	107.2	EM	
3rd High Average			
John Woloshyn	105.8	FFH	
4th High Average			
Earle Higgins	105.4	FFR	

Banquet for Committees

The date, May 22, has been set for the annual "appreciation banquet" for committee chairmen and committee members.

Tri-Mill Sports Program

Just released by the secretary, Bob Weger, is their schedule of events for 12 months ahead.

- May 7 Kids Fish Derby (pictures next month)
- *May (a Saturday) Trout Fishing (Farmer River)
- June 9 Deep Sea Fishing (Rockport)
- May or Aug. Deep sea Fishing (South Shore)
- Aug. 25 Family Day (Weenie Roast and Trap Shoot, Walpole Sp. Club)
- *Sept. 10 Meeting, Clubhouse; Bow and Arrow class
- *Oct. 8 Meeting; Pistol class
- Oct. Pheasant stocking
- Oct. 26 Ladies Night, Venice Cafe
- *Nov. Hare Hunt, Cape Cod
- Nov. 24 or 26 Turkey Shoot (for Bird Club)
- Dec. 22 Turkey Shoot (for Bird Club)
- Jan. 14 Meeting and Pitch Party (for all Bird Club)
- *Feb. 11 Meeting and movies, wives invited
- March 8 Annual meeting and election
- April Fish stocking
- *New events for the club.

Bowling League

Winners' Pictures

on Back Cover





WINNERS, the FBM, Roofing Maintenance, Julius Aukstolis. Back: Peter Carchedi, Francis Team. Front: Peter Didick, Ted Pierce and Flaherty, Fred Turco and Armand Croatti.



RUNNER-UP TEAM, FFR (Floor Covering Finishing). Front: Earle Higgins, Bruno Giordano, Roger Dunham and Ken Pierce. Absent, Henry Houghton. Back: Joseph Giampa, Paul Fulton, Rocco DeLuca.

Bird Club

Men's Bowling Winners

1956-57 Season

BIRD NEPONSET REVIEW

JUNE 1957



Weighing the Catch

Vol. 45 No. 6

also in this issue

Salute to June Graduates

Conference with Canadian Counterpart



OUR OWN NATO — North American Technical Organization, you might say, as Building Products Ltd. of Canada is host to Bird & Son of the United States. These men, photographed in one of BP's laboratories, are attending the annual BP-Bird technical conference, held in May in Montreal.

Front row, from left: Charles E. Turner, BP vice president; F. P.

Reynolds, Bird director of research; L. F. Long, president of Building Products Ltd.; E. L. Chamberlain, Bird vice president; L. J. Newton, BP director of research and development; and Stanley Sallie, chief chemist, Bird Roofing.

Back row: C. deJong, S. Bennie, N. Antonescul, all of BP; L. W. Weaver and R. N. Potter of Bird; H. E. Saint-Amour (BP); J. W. Kemmler (Bird); and Donald J. Smith of BP.

On the Cover

The kids had a fine time as usual at the annual fishing derby which the Tri-Mill Sports Club runs for them. In the cover picture, President Victor Leontie is calibrating the heft of some youngster's proudly submitted trout. See Bird Club news for top prize winners.

BIRD NEPONSET REVIEW

Vol. 45 No. 6 June 1957

Published for the employees of Bird & Son, inc., and the Berry Companies to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.

Bird Plants: East Walpole and Norwood, Mass., Phillipsdale, R. I., Chicago, Ill., Shreveport, La., Glenwood, Ark., Charleston, S. C., Lewiston, Me., Manchester, N. H., and New Britain, Conn.

Berry Refining Co.: Office and Refinery, Gary, Ind. Berry Asphalt Co. of Arkansas: Office: Magnolia, Ark. Plants: Waterloo, Stephens, Ark., and Memphis, Tenn.

EDGAR M. GROUT Editor
ELEANOR M. GARLAND Assistant Editor
KENNETH W. PIERCE Photographer
JOHN J. MURPHY Adviser

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**We make tons of them every week.
Vice President Chamberlain explains**

Where and How We Sell

Building Materials Products

DID you ever wonder where we sell the tons and tons of Building Materials Division products we turn out each year? We have a plant at Norwood to supply the Northeastern market, one at Chicago for the Midwest, one at Shreveport for the Southwest, and one at Charleston for the Southeast. But just what do these markets consist of?

There are two main sources of all roofing and siding business — new construction and maintenance and repair. For the last four or five years new construction has boomed all over the country. No matter where you live, you have seen evidences of it in new homes and new factories. All this new building has created much good business for us and for our competitors as well.

In 1956 the pendulum began to swing the other way, and the trend has continued. There began to be fewer new homes built, which substantially reduced our total volume of business. Although in most areas new commercial construction continued reasonably well, the amount of roofing involved is much less than with new residential construction.

But whether new construction is booming or not, the wind and the rain and the sun have been wearing out roofs and side walls already installed. The action of the elements means constant maintenance and repair. This kind of business is always present — in fact, it constitutes about 65% of all asphalt roofing business. So our sales departments are hard at work trying to get more of the maintenance and repair business. But it takes hard work to bring it in in the volume necessary to keep our plants busy.

To help boost sales we are using the best methods we know. The most dramatic is the Garry Moore TV program. This network show promotes both shingles and floor coverings and helps build BIRD as a brand name. Along with this, and just as im-

portant, is the full-color advertising in the *Saturday Evening Post* which started in April and is continuing throughout the year.

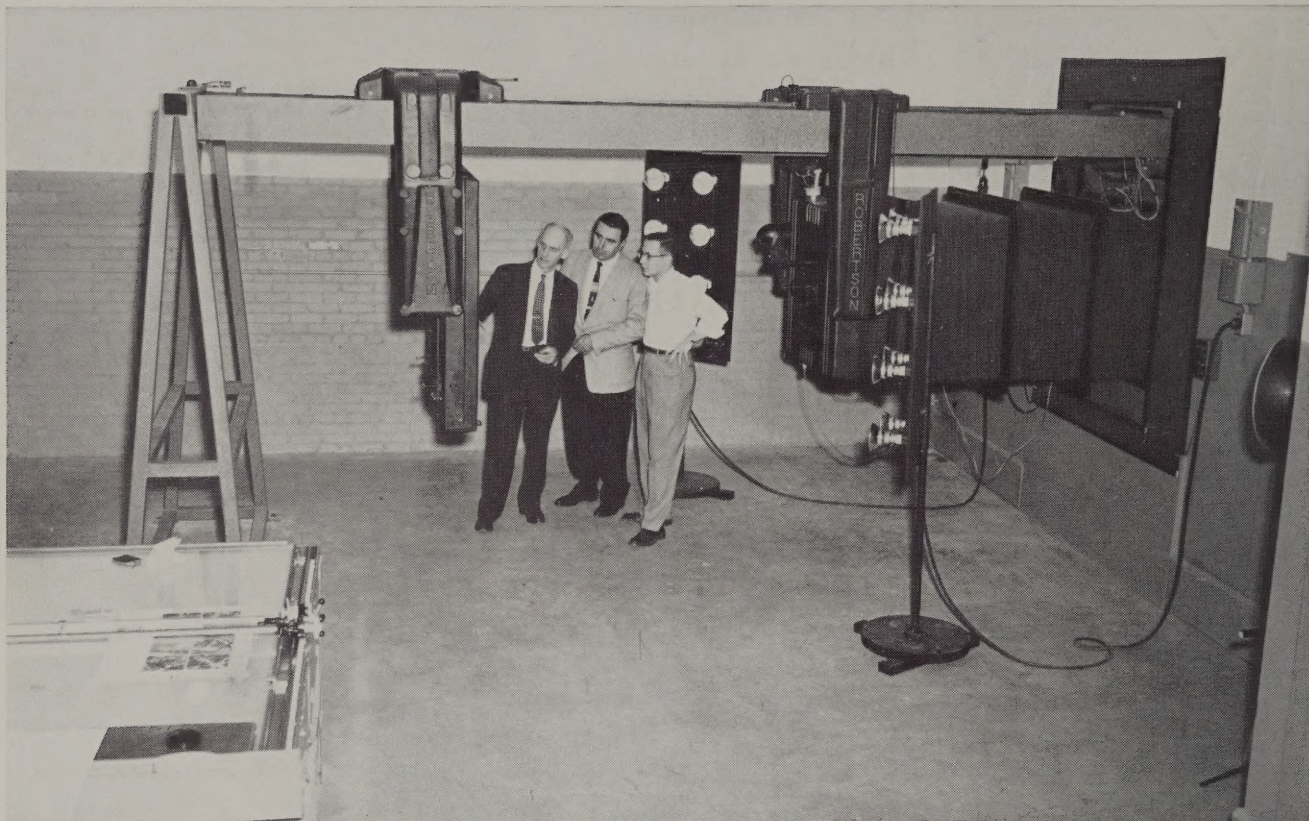
We also have a strong line of point-of-sale helps. This so-called "point-of-sale" material is the printed matter and samples which we give to our customers to help them sell for us. Our samples have been revised and improved in appearance. A special carrying case for samples is now in use for ease in presenting our line to home owners. Several thousand new display racks have been installed in dealers' showrooms, showing better than ever before our full line of shingle colors. New and attractive full-color mailing pieces are available with the dealer's name imprinted. To inspire dealer organizations to do a better job of selling BIRD, we hold special meetings with groups of them, demonstrating our products and how to sell them to the home owners.

And finally, we are encouraging the sale of roofs applied — that is, the sale of the completed job as a package instead of just the shingles themselves. We find that many home owners are more receptive to repair jobs that include all costs and all arrangements in one contract. They like to purchase the roof repair as one unit, rather than buying the shingles and then contracting for the carpentry work separately.

By these methods we are going vigorously after the thousands of home owners across the country who are ready for re-roofing and re-siding work. Of course, we are not forgetting the new construction either. With a combination of the two, but with the emphasis on maintenance and repair, we hope to achieve our fair share of the roofing and siding business.

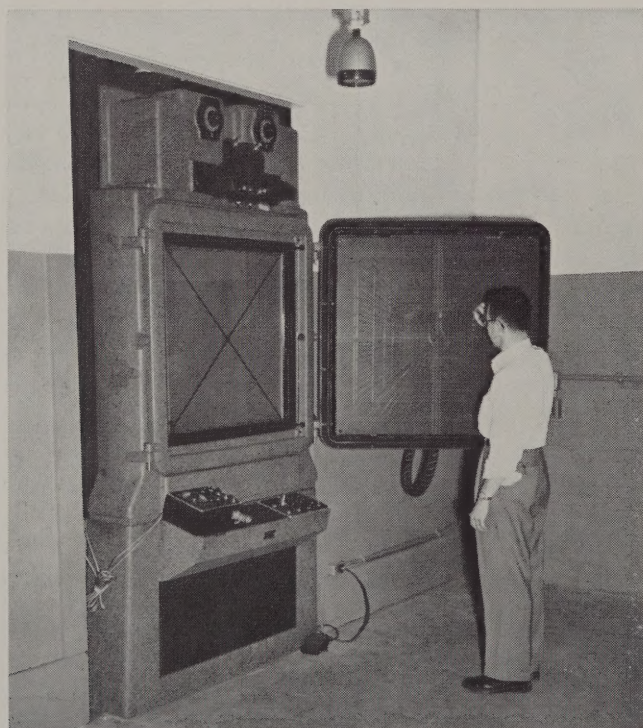
Eli L. Chamberlain

Vice President



ROBERT GARNER, PHILIP MACCHI and RICHARD MacLEAN examine a pattern on the copy board before it is photographed. Both the camera and the copy board are controlled electrically either from

buttons on this wall or from the operator's booth in the adjoining room. Note the floodlights and the glass topped layout table in the foreground, illuminated underneath by fluorescent lights.



OPERATOR'S BOOTH at the huge new tri-color camera for photographic development of rotary machine patterns. Designer Richard MacLean is placing a sheet of film in position.

What a Camera!

IT is really impressive! We mean the new 31-inch tri-color camera now in use for photographic development of new patterns for the Rotary Machine at the Norwood Floor Covering Plant.

Housed in new air-conditioned, humidity-controlled rooms in the location of the former Storeroom, all equipment is set up for precision work. In rotary printing, any pattern or coloration that can be photographed can be reproduced. Deep pile, carved rugs, for instance, or a branch of apple blossoms, or the beautiful textures and patterns of oriental rugs — all can be accurately reproduced by rotary printing, *providing* you have a sensitive camera to produce the original photographs.

This camera and the equipment that goes with it is all that any photo laboratory could wish. Assistant to the Vice President Robert Garner and Chief Designer Philip Macchi are most enthusiastic about its possibilities.

As you can see, it is big. But it is also extremely sensitive. Both the copy board on which the material is placed for photographing and the ground glass at the back of the camera are calibrated for exact vertical and lateral positioning. The camera itself has an automatic focus. At the push of a button the bellows move into position focusing more exactly than the human eye. It's the same equipment used by the best photo-engravers. It's all new and all of the latest design.

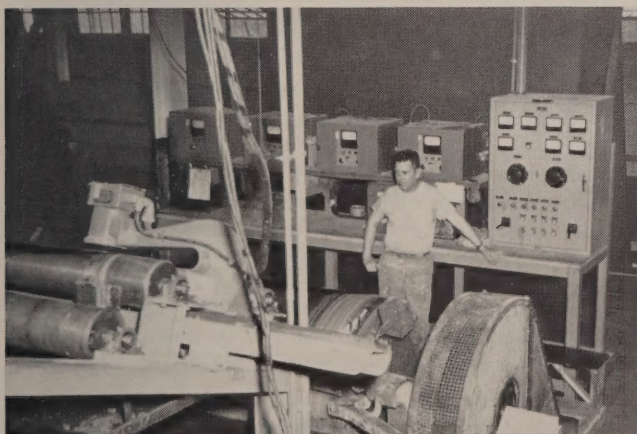
Fully Equipped

In the darkroom, which also serves as the room from which the camera is operated, there is a temperature-controlled, stainless steel sink. This will enable designer Richard MacLean to develop the film with great accuracy in order to achieve whatever effects are called for by the design. Also in this room is a vacuum printing frame 28 inches x 36 inches for accurate and efficient contact printing.

In the other air-conditioned room where the bellows, the lens and the copy board are located is a large layout table with calibrated measuring devices and fluorescent lighting underneath the ground glass table top. This machine accomplishes the accurate matching and joining.

It will take months for MacLean, Macchi and Garner to learn all of the design possibilities that can be realized through this new equipment. Already some fine precision work has been turned out. In the months and years ahead this camera will be helping produce patterns more intricate and more beautiful than ever seen before in printed floor covering. The installation is a big step forward for Bird Vinyl.

No. 1 (Undercoat Department)



JAMES SULLIVAN at the controls of one of two new second-coat machines at the Undercoat Department, Floor Covering Plant. Control board at the right operates the machine and the accumulator. All sections can be synchronized at any speed. Back of Sullivan are the dials for the Beta gauges which measure the thickness of the paint.

New Equipment for Undercoat Section

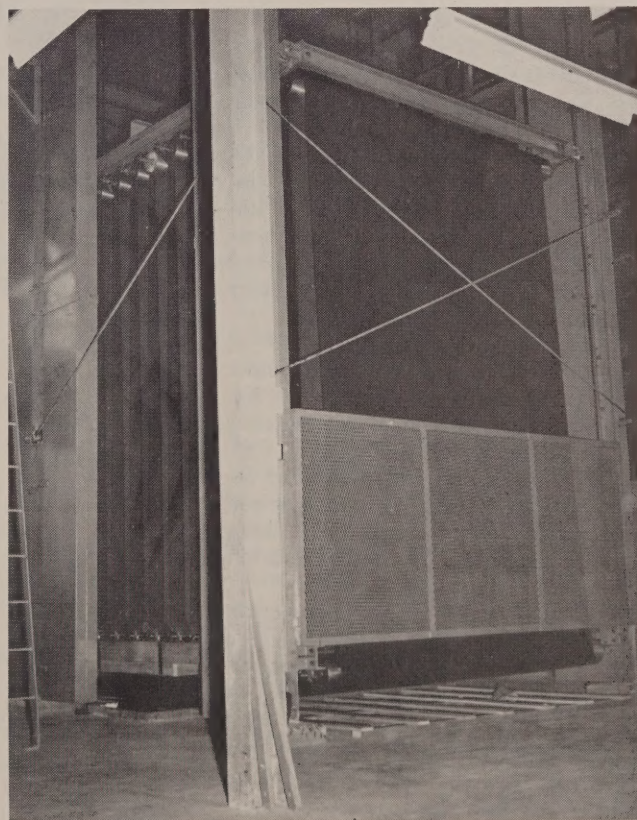
First Step in Floor Covering Process is Greatly Improved

IT all started last summer when they added another story to the building at the Undercoat Section at the Floor Covering Plant. That addition provided the space and now the new equipment has been installed.

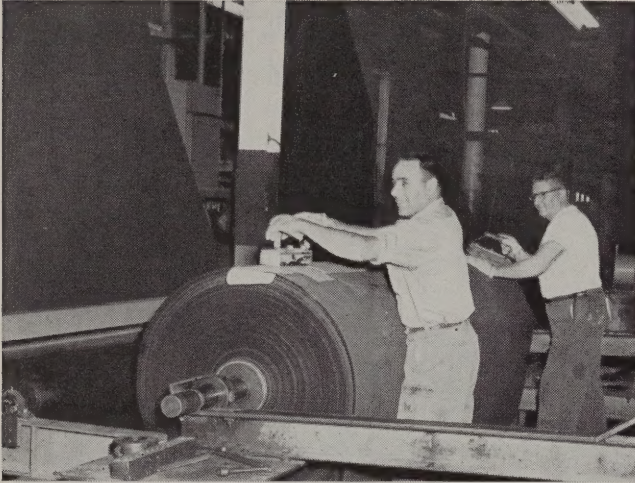
The first picture shows one of the two new Undercoat Machines. These now operate continuously where before it was necessary to shut them down every time a new roll was spliced on. Picture No. 2 shows one of the new accumulators in the room above that provide the continuous operation. From the roll stand the felt, which has already received the first coat of undercoating, is fed into the accumulator or looper overhead. These 18-foot loops automatically store up to 750 feet (over a ton) of felt. From the accumulator the material returns to the second floor level again and goes through the final undercoating process, then feeds directly into the hangers.

When a new roll is spliced on, the machine uses up the felt from the accumulator overhead and keeps on running. Splicing is shown in picture No. 3 next page.

No. 2 (Undercoat Department)



OVER A TON OF PAPER — 750 linear feet — can be accumulated on this looper to keep the Undercoat Machine on the floor below in operation while a new roll is spliced on. Another looper like this one stands at the left just out of camera range.



WILLARD McNAUGHTON and ALBERT PELLETIER splice on a new roll at the Undercoat Department. Meanwhile the accumulator overhead feeds material to the machine to enable it to run continuously.

Installation of the new photographic equipment and the streamlined undercoating machinery was under the supervision of Process and Plant Engineer Ernest Paciorkowski and his staff. They designed the equipment and did the layout. As far as possible floor covering mechanics did the actual installation, under Carl Johnson, foreman. In some instances outside mechanics and electricians were used for special jobs.

Vacation Coming?

Beware Old Man Sun!

"Man against the elements" is always a sure-fire theme for a movie thriller or engrossing novel.

Each year, thousands of John Q. Publics, with no more combative instincts than Ferdinand the Bull, unconsciously replay an oft-told non-fiction tale of man against the sun. And they are severely spanked by Mother Nature for their trouble.

Surveys show that about half of those who yearly pit themselves against Old Sol don't know that science has provided modern man with an answer to his sunburn problems.

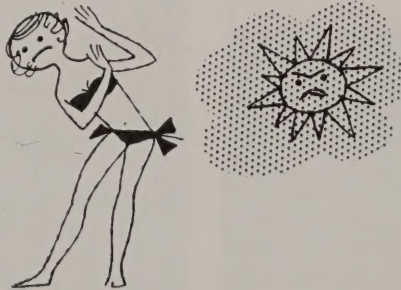
For your information and in the interests of a happier and more carefree summer in the outdoors, we pass along to you these tips from the research

laboratories of Coppertone, a leading manufacturer of suntan products:

1. Always use a suntan oil or lotion with a protective sun-screening agent to avoid burning and peeling.
2. Protect super-sensitive areas such as nose, lips, top of shoulders, back of knees and insteps with frequent and liberal amounts of suntan oil or lotion.



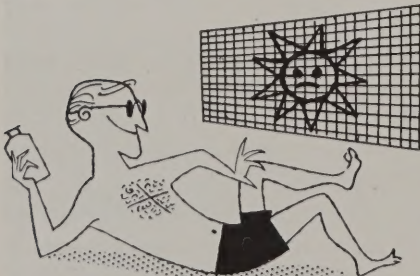
DON'T OVERDO IT. Use common sense.



Beware on cloudy, hazy days.

3. Beware of dangerous "sunshine" on cloudy, hazy days.
4. Beware of reflected sun rays around sand and water.
5. And most important: **DON'T OVERDO IT.** Use common sense.

Condensed from release from Coppertone:
"Chemistry Holds Answer to Sun Burning Problem"



Use suntan oil or lotion with protective sun-screening agent.

Here is some advice also from the Bird & Son Medical Department:

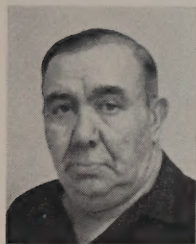
"Suntan preparations help, to be sure. BUT don't lie in the sun *indefinitely*, even with a good coating of oil or lotion. Especially if you have a very fair skin, there's not much you can do after a short time in the bright summer sun but cover up!"

— Drawings courtesy Coppertone

All the wives around here began mowing their own lawns this spring — until one of them saw a little green snake and hired Billy Jones to mow hers. Now all the kids in our block have jobs mowing lawns, except Bill. But he's been doing O.K. renting out a little green snake — Burton Hillis in Better Homes & Gardens magazine.

The Inquiring Reporter

The Question: Which team do you think will win in the American League and National League baseball play this year? Which team is going to win the Series and why do you think so?



DAVID BOWLES, East Walpole Maintenance (old-time ballplayer for Bird. "Al Smith used to be my catcher and he was a good one," says Dave.) I pick the Yankees because they are a money ball club, well balanced, have plenty of replacements and have a good pitching staff. I pick Cincinnati for the National League because of power

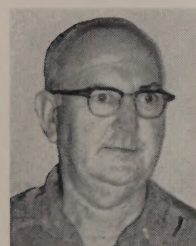
hitting, good teamwork, good manager and good coach. I think Tebbetts and Dykes will pull them through.

Who will take the Series? The Yankees.



ELIZABETH GLEICHAUF, Secretary, office of director of personnel. The Yankees will win the pennant because they are an aggressive ball club. They have teamwork, which other clubs have, but they seem to have an abundance of it. I don't know about the National League. I'm an American League fan from way back. (No, I'm *not* a Brooklyn

fan.) Getting back to the Yankees, they have spirit. It's something to wear a Yankees' uniform and they work to keep it. I'm a Red Sox fan, but you asked me who is going to win.



JOHN R. FINNINGHAM, Paint Mixing, Floor Covering. The New York Yankees will win the 1957 American League pennant because of their tremendous batting power, and with Mickey Mantle hitting the long ball all summer, the Yankees will be in by September 15th.

The Milwaukee Braves will cinch the National League pennant for 1957. The Milwaukee fans by their splendid game attendance last year have shown they appreciate a heads up ball club, and the Braves will show the fans their appreciation this year by winning the National League pennant. They will be way out front September 1st.

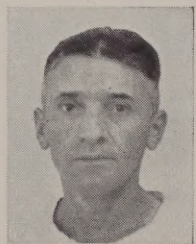
The Yankees will win the World Series in six games. The Old Fox (Casey Stengel) will not be out-smarted.

JOHN R. ELLIS, Paper Machine, Phillipsdale. (Sorry we couldn't get his picture in time.) I believe the series this year will be between the Chicago White Sox and the Milwaukee Braves. If this comes about, I think that Chicago will win the Series because if they haven't

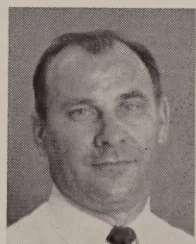
folded (as they usually do) by then, they won't fold in the Series. I do not sell the Braves short, however, because they have a good ball team with good hitting and pitching and they should cop the National League title.



ROSAMOND MANN, Shoe Carton Set-Up, Lewiston, Maine. Not being a regular fan of any team, I will have to go along with my daughter's idea of the best team. We hope the Red Sox will win in the American League and feel that it is time they took the pennant. I do not have any idea as to who will be the victor in the National League.



PAUL BASILICI, Stock Handling, Paper Mill, East Walpole. I think the Chicago White Sox will win in the American League and the Brooklyn Dodgers in the National League. I think the Chicago White Sox will win the Series because they are a fast club and have good pitching and they are a well balanced club all around.



WALTER SIDERWICZ, artist in Advertising Display, East Walpole. The two teams I'd pick are the Chicago White Sox of the American League and the Cincinnati Reds of the National League. The White Sox have the pitching along with that speed and hustle that make champions — pitching that limits

others to few hits per game and speed and hustle that stretch hits into runs and limits hard hit balls into outs. Finally the White Sox manager is one of the best in the business. He knows how to get the most out of his material.

In the National League I pick the Cincinnati Reds for just power plus excellent pitching, along with perfect managing.

Series winner: Cincinnati — power over pitching — managing being equal.

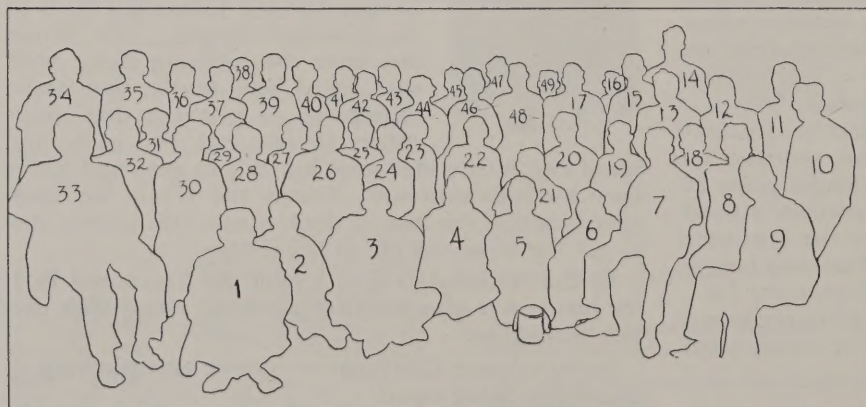
Reporters who did the inquiring were: Edward Wisniewski, Joseph Wall, Helen Lane, Raymond Nolan, Thomas Flood and William Grazado.

Gracious Island Hosts Welcome Mr. Anderson



HAWAIIAN DEALERS greet Bird & Son President A. H. Anderson (wearing traditional lei for a guest) in center, at a festive meeting arranged by Valentine Commercial Co., Ltd. of Honolulu, distributors

of Bird Floor Coverings. E. M. Valentine, president of the distributors, is directly at Mr. Anderson's right. Note latest Bird Vinyl advertising and the Bird Linoleum Floor in foreground.



For identification see first column, next page.

*Dealers Attend
Meeting and
Banquet
in Honolulu as
Guests of the
Valentine
Commercial Co., Ltd.*

Mr. Anderson Tells of His Visit

PRESIDENT and Mrs. A. H. Anderson recently returned from a vacation trip to the Hawaiian Islands. While there they visited many friends, including Bird & Son distributor, the Valentine Commercial Co., Ltd., which has handled Bird floor coverings in that area for over 21 years.

Mr. Anderson says, "It was very gratifying to see the cooperation Mr. E. M. Valentine and his company are giving us in displaying our products.

"During my stay it was my privilege to talk to a group of about 40 dealers from the Islands who assembled at the Valentine Commercial Co.'s display rooms. I told them the Bird & Son story, emphasizing our long history and our constant attention to quality.

"Following this meeting we were all invited to a fine Chinese dinner at the famous Waikiki Lau Yee Chai Restaurant. More than 70 people assembled as guests of Mr. Valentine, who was a most gracious host.

"We are indeed fortunate to have such fine people distributing our products in this important center, 5000 miles from where the floor coverings are made. Incidentally, they do an excellent job. I hope that sometime several of them can visit our Norwood plant to see the products made."

Key To Picture of Hawaiian Dealers

No.	Name	Concern	Location
1	H. Naito	Ideal Furniture Mart	Honolulu, T. H.
2	A. Fukuoka	Wahiawa Furniture Store	Wahiawa, Oahu
3	E. M. Valentine	Valentine Commercial Co., Ltd.	Honolulu, T. H.
4	A. H. Anderson	Bird & Son, inc.	East Walpole, Mass.
5	Mrs. Harriet Nakagawa	Modern Sales	Honolulu, T. H.
6	M. Taguchi	Alexander & Baldwin, Ltd.	Kahului, Maui.
7	S. Kodama	Standard Garage	Kahului, Maui.
8	S. Matsuura	Kaimuki Furniture Store	Honolulu, T. H.
9	J. Sur	Sur Furniture Store	Honolulu, T. H.
10	K. Haruki	Pacific Furniture Store	Honolulu, T. H.
11	R. Matsuura	Kaimuki Furniture Store	Honolulu, T. H.
12	R. Tanabe	Central Furniture Store	Honolulu, T. H.
13	J. Sen	Hawaii Furniture Store	Honolulu, T. H.
14	G. Gillis	Valentine Commercial Co., Ltd.	Honolulu, T. H.
15	S. Goldsmith	United Home Furnishings	Honolulu, T. H.
16	R. Nakata	Valentine Commercial Co., Ltd.	Honolulu, T. H.
17	M. Hook	Ideal Furniture Mart	Honolulu, T. H.
18	K. Okano	Okano Furniture and Upholstery	Hilo, Hawaii
19	Mrs. J. Sen	Hawaii Furniture Store	Honolulu, T. H.
20	H. Koge	Imperial Furniture Store	Honolulu, T. H.
21	G. Kawakami	H. S. Kawakami Stores	Lihue, Kauai.
22	Mrs. J. Sur	Sur Furniture Store	Honolulu, T. H.
23	Mrs. A. Fukuoka	Wahiawa Furniture Store	Wahiawa, Oahu
24	Mrs. J. Arita	State Furniture Store	Honolulu, T. H.
25	Mrs. V. Lufkin	Churchills Furniture Mart	Honolulu, T. H.
26	K. Furuya	State Furniture Store	Honolulu, T. H.
27	Mrs. F. Dung	Ahee Furniture Store	Honolulu, T. H.
28	Mrs. D. Kiriu	Style Furniture Store	Honolulu, T. H.
29	Miss C. Dung	Ahee Furniture Store	Honolulu, T. H.
30	Mrs. L. Kabasawa	Valentine Commercial Co., Ltd.	Honolulu, T. H.
31	R. Kochiyama	Valentine Commercial Co., Ltd.	Honolulu, T. H.
32	T. Takushi	Aloha Furniture Store	Honolulu, T. H.
33	R. Kiriu	Style Furniture Store	Honolulu, T. H.
34	R. Dung	Dung Furniture Store	Honolulu, T. H.
35	M. Yamada	Yamada Furniture Store	Hilo, Hawaii
36	M. Tanaka	Esmond's	Haleiwa, Oahu.
37	F. Fujioka	Fujioka Store	Waialua, Oahu.
38	R. Kabasawa	Valentine Commercial Co., Ltd.	Honolulu, T. H.
39	S. Iwasaki	Kauai Stores, Ltd.	Lihue, Kauai.
40	Miss N. Lung	Valentine Commercial Co., Ltd.	Honolulu, T. H.
41	J. Arita	Sears, Roebuck & Co.	Honolulu, T. H.
42	R. Chu	National Products	Honolulu, T. H.
43	T. Inouye	Fuji Furniture Co., Ltd.	Honolulu, T. H.
44	Mrs. K. Okano	Okano Furniture and Upholstery	Hilo, Hawaii
45	R. Mukai	Mukai Furniture Store	Honolulu, T. H.
46	Mrs. T. Wilson	Hale Koa Furniture	Honolulu, T. H.
47	T. Komeji	Asahi Furniture Co.	Honolulu, T. H.
48	E. Mahone	Trading Center	Honolulu, T. H.
49	J. Chow	Valentine Commercial Co., Ltd.	Honolulu, T. H.

About Hawaii

Paradise of the Pacific

THE Hawaiian Islands are a group of 20 islands in the Pacific, located 2392 air miles southwest of San Francisco, almost halfway to Australia.

Their distance from New York is about 5000 miles.

There are eight principal islands in this 390-mile chain. Of these, Hawaii is the largest, where the city of Hilo is located. Another, Oahu, is the one on which Honolulu is situated, with its chief island port, Pearl Harbor. Maui and Kauai, two more of the important islands, are other locations of Bird Floor Covering dealers.

Once Called Sandwich Islands

The Hawaiian Islands were discovered in 1778 by Captain James Cook, who named them the Sandwich Islands. They were formally and voluntarily annexed to the United States in 1898 as the Territory of Hawaii. Legislation is now pending in Congress to admit them to statehood.

Important Tourist Business

The islands, noted for their agreeable climate, consider tourists one of their largest businesses. Biggest industries are sugar, pineapples, livestock and fishing.

On the Island of Hawaii is the famous Mauna Loa, 13,680 feet high, the largest active volcano in the world.

Charleston off To Good Start in Suggestion Program

WE lead off this month with a list of the first suggestion awards paid at Charleston. They made a good showing in their first month's participation. One man, George Davis, Jr., produced two money-saving ideas which brought him a total of \$40 on his first suggestion check.

Three men from the Floor Covering Plant and one from Norwood Roofing received an extra \$5 award for completing another group of five accepted suggestions. They are: John Buckus, FFV, Donald Hurd, FFF, John McLatchey, FFG, and Robert Jewell, FBV.

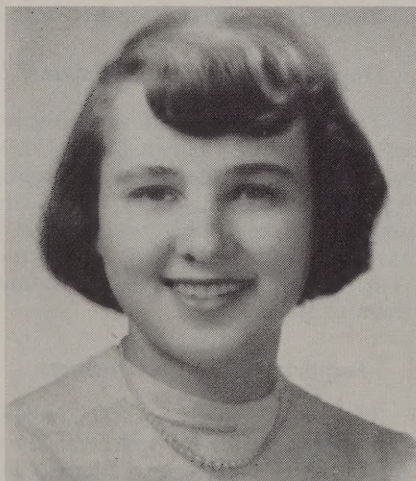
MAY SUGGESTION AWARDS

Charleston

Samuel Clark, FKM	\$20
George Davis, Jr., FKM	40
Benjamin Sessions, FKW	20

Norwood Roofing

Rosario Cordo, FBF	\$20
John Dearnaley, FBM	20
Robert Jewell, FBV	40
Irving Munchbach, FBPM9	25
Harold Partridge, Jr., FBE	20
Henry Ravinski, FBPM9	20
John Riolo, FBF	20
Joseph Watkins, FBPM9	20
Patsy Bilotta, FBPM1	5
Robert Byrnes, FBF	5
Patsy Famiglietti, FBF	5



COLLEGE DEBATER. Lois Lestan, daughter of Emil Lestan, Norwood Roofing, is a member of the University of Massachusetts varsity debating team. She is a junior and is majoring in government. The Amherst debaters won in debates this spring with Trinity College, Suffolk College and the University of Maine. Their subject concerned discontinuance of economic aid to foreign countries.

Edward O'Rourke, FBPM9	5
Hans Warnick, FBV	5

Floor Covering

John Buckus, FFV	\$40
Joseph Ferranti, FFY	20
Nicholas Ferrara, FFG	20
John McLatchey, FFG	60
Everett Tripp, FFM	20
Hilmer Borgeson, FFF	5
Donald Hurd, FFF	5

Phillipsdale

Daniel Hourihan, DPIF	\$40
Lawrence Massey, DPP	20
Joseph Faria, DPM	5
Vernon Stromberg, DPH	5

Safety Shield Won by Chicago

Shreveport Felt Mill Completes 1963 Safe Days

THE safety shield, Bird & Son's traditional emblem of safe work, has been lost by the Shreveport Felt Mill. On May 14 a man was burned with hot wood fibres while cleaning out a line of wood chips in the Defibrating Department. Fortunately the injury was not too serious. The worker lost about a week of work.

However, the shield can no longer stay at Shreveport. It now goes to Chicago, the plant which has worked nearly 1000 accident-free days. The Shreveport Felt Mill had established the amazing record of 1963 days when the accident happened. They had held the shield since February 28, 1952. It had come to them from the Glenwood Plant.

The only other plant without an accident so far this year is Charleston. This plant is now runner-up to Chicago with a record of over 300 accident-free days.

Leo F. McEwan

LEO F. MCEWAN, Norwood Roofing Plant, died from burns, May 18, in the Brockton Hospital. The day before he had apparently fallen asleep while smoking.

Mr. McEwan, who was 34 years old, had been in Bird & Son's employ since 1947. He had worked on various jobs at the Roofing Plant and since 1952 on No. 9 Machine.

He is survived by his wife, Catherine, and three children, John, 8,

James, 7 and Barbara Anne, 6.

The funeral was held May 21 with a high mass of requiem at the Immaculate Conception Church in Stoughton.

Arthur W. Connolly

ARTHUR W. CONNOLLY, who retired from No. 1 Box Shop seven years ago, died at the Dedham Nursing Home on Friday, May 10, after a long illness. He was 72 years old.

Born in Canada, he came to this country as a youth and began working for Bird & Son on April 8, 1912. His first work was in the East Walpole Finishing Department. He later worked for short periods in both the Roofing and Floor Covering Plants, transferring to No. 1 Box Shop in 1915. He worked for a great many years on the combiner making corrugated board, retiring from that department June 30, 1950. Until his last illness he had lived in retirement at his home at 269 Pleasant Street, East Walpole.

Funeral services were held May 13 with a requiem high mass at St. Mary's Church, East Walpole. Burial was in Knollwood Park Cemetery, Canton. He is survived by a sister, Gertrude Ross of Toronto, and two brothers, Stephen of Buffalo and Richard of New York City.

Peter Rukstalis

PETER RUKSTALIS, retired, died at the Norwood Hospital, May 24. He was in his 68th year and had been living in retirement at his home at 39 Austin Street, Norwood.

During his long period of employment with the company he worked almost all of the time in the East Walpole Beater Room. He had been employed by Bird & Son steadily since May 29, 1917, and had also worked from 1913 to early January, 1917 in this same Beater Room. His retirement took place at the end of May, 1955.

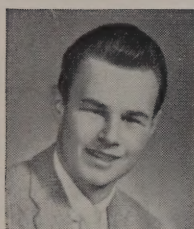
He is survived by his wife, Julia, two sons, Joseph and Albert of Norwood, and a daughter, Mrs. Nellie Koprek, of Stoneham. Joseph works at the Norwood Floor Covering Plant.

Funeral services were held May 27 with a requiem high mass at St. George's Lithuanian Church. Burial was in Highland Cemetery.

Congratulations!



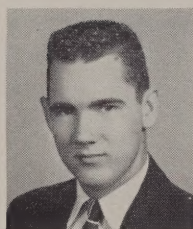
To Our Graduates



Ronald A. Mollerberg
E. Providence H. S.
Son of
S. G. Mollerberg
Phillipsdale



Virginia Lee Stilphen
William Penn
High School
York, Penna.
Daughter of
Edward L. Lincoln
Built-Up Roofing Sales



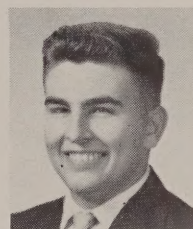
Jimmie Ray Jones
Byrd High School
Son of
Robert E. Jones
Shreveport



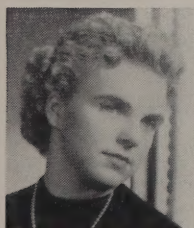
Nancy E. LeBlanc
Yale Law School
Daughter of
A. J. LeBlanc
Floor Covering
Field Manager



Margaret Jane Ford
Shaler High School
Glenshaw, Penna.
Daughter of
William W. Ford
Middle Atlantic Dist.
Roofing Sales



Philip H. Macchi
Walpole High School
Son of
A. Philip Macchi
Floor Covering



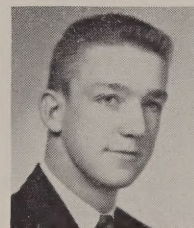
Pauline E. Peterson
Barrington H. S.
Daughter of
Enar F. E. Peterson
Phillipsdale



Janet Long
Dedham High School
Daughter of
Dominic Long
W. J. Hill



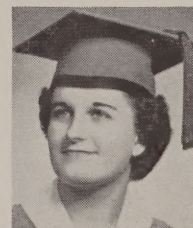
Karleen Porazzo
Norwood High School
Main Office Employee



Thomas K. Moynihan
Norwood High School
Son of
Mary K. Moynihan
Main Office



Dorothy Capachin
Walpole High School
Main Office Employee
Daughter of
Anthony Capachin
Retired
No. 2 Box Shop



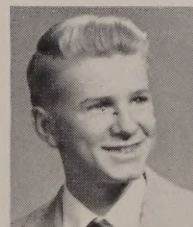
Quintella Caldwell
Caddo Gap H. S.
Glenwood, Ark.
Daughter of
Orville E. Caldwell
Glenwood



Jon W. Heino
Norwood High School
Son of
William F. Heino
Floor Covering



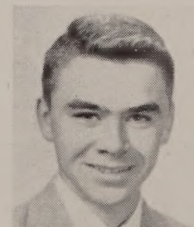
Joan Sumner
Walpole High School
Daughter of
Charles A. Sumner
Vice President
Floor Covering Div.



Lambert M. Anderson
Oliver Ames H. S.
North Easton
Son of
Lambert J. Anderson
and
Josephine E. Anderson
Both Main Office



Deanna Bruneau
Walpole High School
Main Office Employee



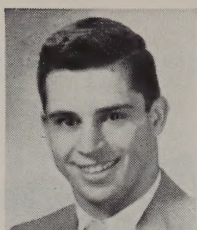
Robert Padden
Norwood High School
Son of
Catherine Padden
Main Office



Sara Warmack
Willisville
High School
Willisville, Ark.
Daughter of
Mack Warmack
Berry-Waterloo



Jayne Ellen Hines
Magnolia High School
Daughter of
Stella V. Hines
Berry of Ark.
Magnolia



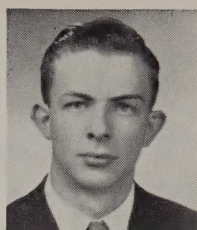
William Wenstrom
Norwood High School
Son of
Otis Wenstrom
Floor Covering



Anne P. Blackmer
Wheaton College
Daughter of
Stanley Blackmer
Floor Covering
Field Manager



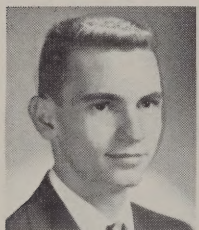
Miles H. Hubbard, Jr.
Trinity Pawl'g School
Pawling, N. Y.
Son of
Miles H. Hubbard
Eastern Roofing Sales



Louis Coburn, Jr.
Walpole High School
Son of
Louis Coburn
Floor Covering



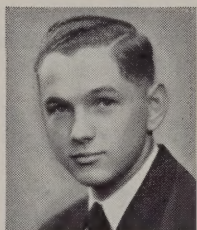
Letitia McDougall
Westwood H. S.
Daughter of
John McDougall
Floor Covering



Donald Lee Groters
Creston High School
Grand Rapids, Mich.
Son of
Harold R. Groters
West. Roofing Sales



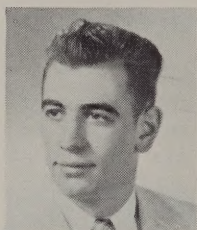
Patricia A. Oliver
Bay View Academy
E. Providence, R. I.
Daughter of
Manuel Oliver
Phillipsdale



James Pethigal
New Britain
High School
Son of
Emily Ajaski
New Britain



Jean Carroll Fairfield
Canton High School
Daughter of
Alfred J. Fairfield
Norwood Roofing



James Belloni
Dedham High School
Son of
Primo Belloni
Norwood Roofing



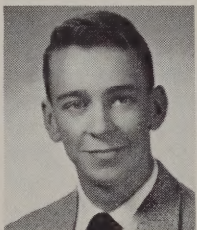
Carole Anne Davis
Henry O. Peabody
School
Daughter of
Herbert J. Davis
Norwood Roofing



Irene Lowerison
Norwood High School
Main Office Employee
Daughter of
Margaret Lowerison
Main Office



Beverly Carlson
E. Providence H. S.
Daughter of
Albert Carlson
Phillipsdale



Eugene F. Murphy
Norwood High School
Son of
Lorne Murphy
Norwood Roofing



Arlene Hermanson
Norwood High School
Daughter of
Harold Hermanson
Floor Covering



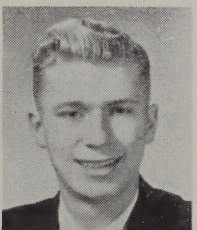
Rosalie A. DeBaggis
Emmanuel College
Daughter of
Louis H. DeBaggis
Norwood Roofing



Lorraine B. Mollerberg
E. Providence H. S.
Daughter of
Russell A. Mollerberg
Phillipsdale



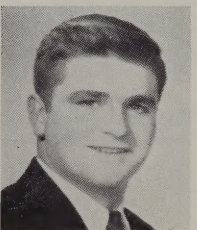
Barbara Eby
Lyons Township H. S.
LaGrange, Ill.
Daughter of
Bernadine H. Cox
Berry-Gary



Peter Smith
Norwood High School
Son of
John Smith
No. 2 Box Shop



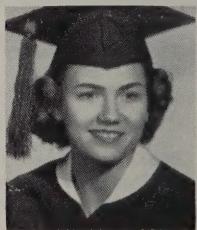
Shirley Doucette
Norwood High School
Daughter of
Adolph Doucette
Floor Covering



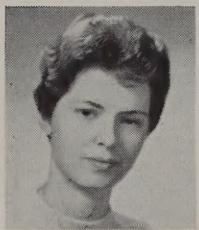
John E. Iagatta
Walpole High School
Son of
Daniel Iagatta
Floor Covering



Leslie B. Howard
Univ. of R. I.
Son of
Leslie E. Howard
Phillipsdale



J. Carolyn Holden
Stephens High School
Stephens, Arkansas
Daughter of
Lester Holden
Berry-Stephens



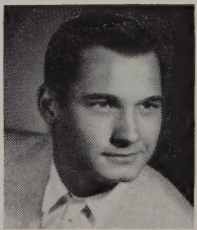
Jeanne E. McDonough
Norwood High School
Daughter of
John McDonough
Floor Covering



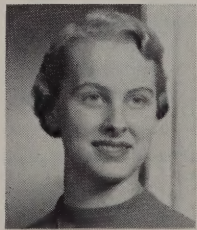
Loretta Simpson
Henry O. Peabody
School
Main Office Employee



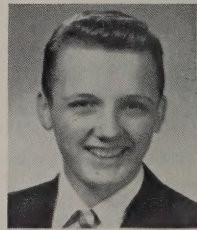
Carole Marie Wyatt
Canton High School
Daughter of
George Wyatt
Floor Covering



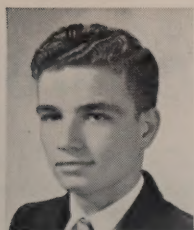
Wm. Leonard Arnold
William A. Wort
High School
Gary, Ind.
Son of
Leonard V. Arnold
Berry-Gary



Claire L. Woolley
Brockton High School
Daughter of
Bernice F. Woolley
Main Office



Keith L. Traudt
Norwood High School
Son of
Stephen C. Traudt
Industrial Eng.



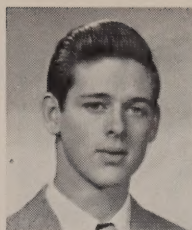
Frank A. Nada
Norwood High School
Son of
Anthony Nada
Norwood Roofing



Patricia Ann Cronin
H. O. Peabody
School
Norwood
Daughter of
Michael Cronin
E. W. Maintenance



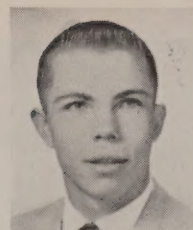
Thomas E. Gorman
Quigley Preparatory
Seminary, Chicago
Son of
Rose Gorman
Chicago Roof'g Office



John A. Medailleu
Walpole High School
Son of
John W. Medailleu
E. W. Maintenance



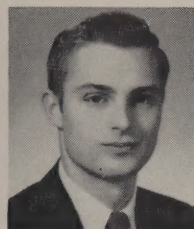
Judith Manzer
Sharon High School
Daughter of
Beatrice Manzer
Main Office



Richard H. Seavey
Canton High School
Son of
Richard T. Seavey
Floor Covering



Wanda Houston
Beaumont
High School
Beaumont, Texas
Daughter of
L. G. Houston
SW Roofing Sales



Peter Glebus, Jr.
Norwood High School
Son of
Peter Glebus
Paper Mill



Patricia W. Blair
Walpole High School
Daughter of
George M. Blair
E.W. Power Plant



Martha Perry
E. Providence H. S.
Daughter of
Dudley Perry
Phillipsdale



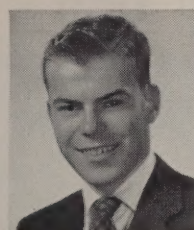
Jocelyn A. Pratt
Univ. of Mass.
Daughter of
John Pratt
Norwood Roofing



Marilyn D. Clare
Walpole High School
Daughter of
Frances Clare
Paper Mill Office



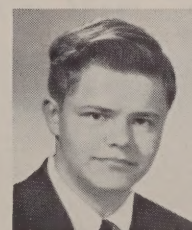
Rosemary Carpentiero
Walpole High School
Daughter of
Luigi Carpentiero
Floor Covering



John T. Andrews, Jr.
Sharon High School
Son of
John T. Andrews
Asst. Purchasing Agt.



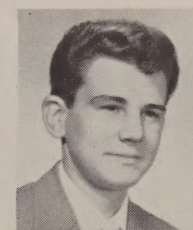
Evelyn Angus
Henry O. Peabody
School
Norwood
Daughter of
George Angus
E. W. Maintenance
and
Evelyn Angus
Main Office



Chas. J. Treciokas, Jr.
Norwood High School
Son of
Charles J. Treciokas
Floor Covering



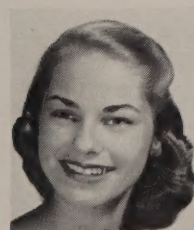
Barbara Jane Bowlin
East Providence
High School
Daughter of
Ernest Bowlin
Phillipsdale



Louis H. Camelio, Jr.
Walpole High School
Son of
Louis H. Camelio
Floor Covering



Thomas Connolly
Norwood High School
Son of
William Connolly
Norwood Roofing



Bette Van Pelt
Gulf Park College
Daughter of
A. T. Van Pelt
Vice President
Berry of Arkansas



Robert Eisenhauer
Mount Hermon
Son of
Frank Eisenhauer
Safety Engineer
and
Gladys Eisenhauer
Horticultural Sales



Patricia Ann Smedley
Glenwood H. S.
Daughter of
Numan Smedley
Glenwood



Walter Justynski
Tolman High School
Pawtucket, R. I.
Son of
Clement Justynski
Phillipsdale



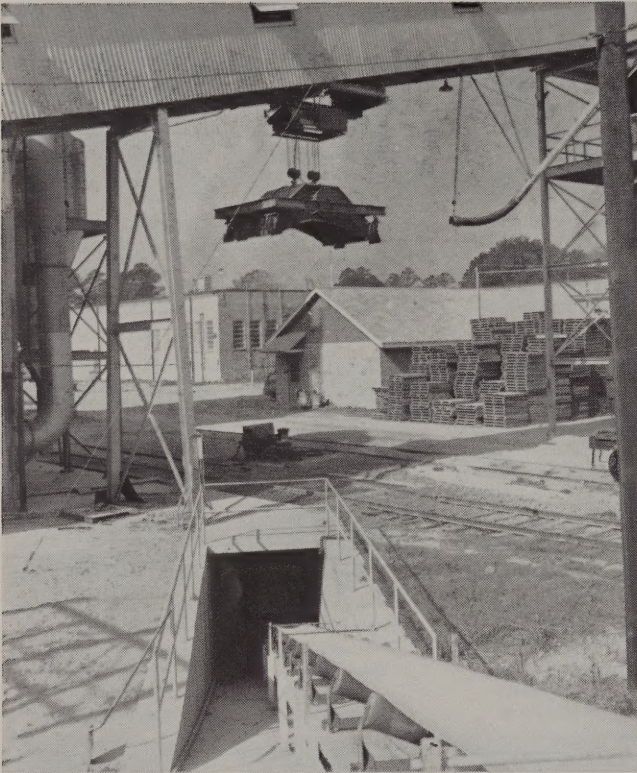
Bridie Devine
Norwood High School
Sister of
Catherine M. Devine
Main Office

*Pictures which were received too late for this issue
will be printed in the July Review.*

Conveyor System

These pictures taken recently for a trade publication in the South show step by step how rock for granules moves from freight car to granule plant on a series of conveyors.

This efficient system was part of the original installation when the Charleston Plant was built in 1954.



At this point a hopper-type freight car is spotted and the rock dumped through a grating. The object suspended in mid-air is a car shaker which literally rocks the car to shake loose the last of the material. In the foreground is the conveyor running from the tunnel beneath the unloading area.

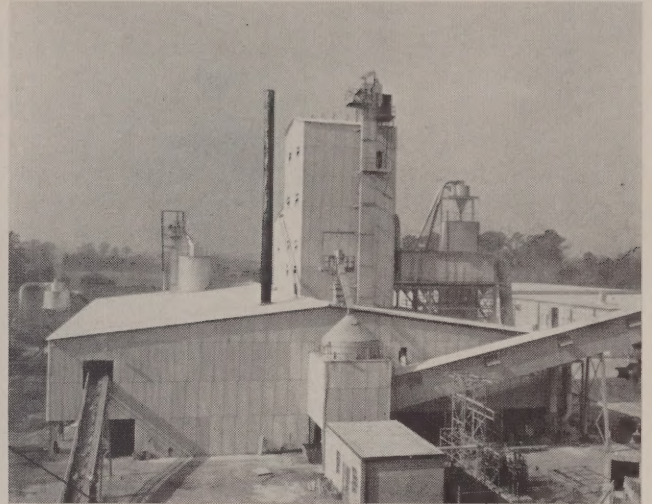
Below: Conveyor from the freight car unloading area carries the rock up this elevator and dumps it into one of two piles. In the foreground is Augusta rock used for colored granules; in the background, Monroe rock for base granules. The bridge in the background is the new one crossing the Ashley River going south from Charleston. This shortens the distance for several Bird employees living on the south side of the river.



for Charleston Granules

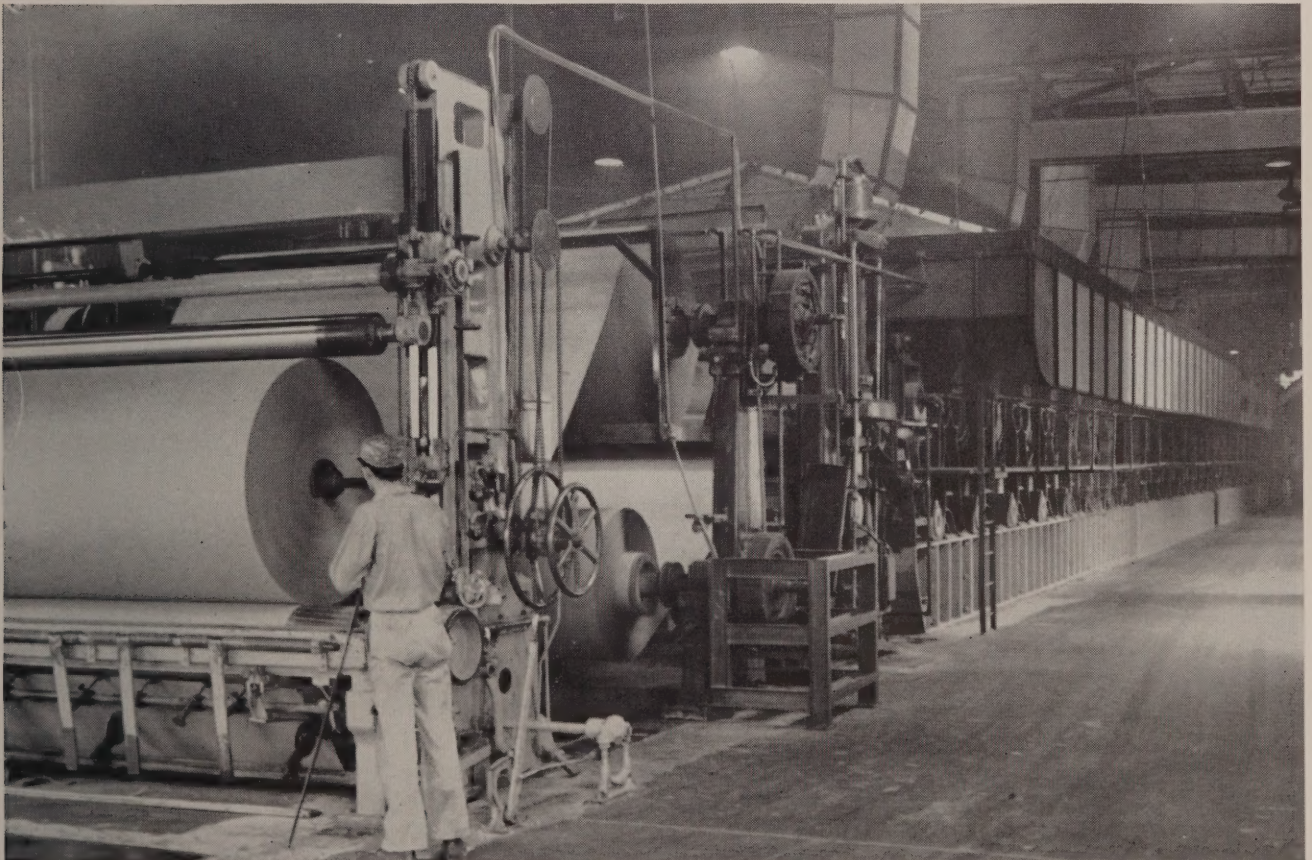


Beneath the rock piles are these hoppers and conveyors. When rock is wanted at the Granule Plant the conveyor belt is started, the proper hopper opened and the rock moves out on the last leg of its journey.



General view of the Charleston Granule Plant. Conveyor from the rock pile enters the plant at the left.

- - and New Driers for Shreveport



TWENTY-FOUR FEET LONGER. At the Shreveport Felt Mill last winter eight driers were added to the machine, extending it 24 feet in length. Supervised by Lester J. Tarbell from East Walpole, engineer

and assistant to the division vice president, the job was completed in three weeks. At the machine is Clifton Lindsey, winder man. At the same time last winter, a new jordan was also installed.

Garry Draws Roof Winners

Ceremony in Manhattan Tags Ten Lucky Householders

THE big 19-ton van, bearing on its sides huge signs about the Bird & Son contest on the Garry Moore show, drew up in front of the CBS Television Theatre in mid-town Manhattan. Members of the press were there. So was Garry. So was pretty Denise Lor and so were hundreds of curious New York citizens.

The rear doors were opened to show a load of roofing and the mail sacks containing the more than 70,000 postal cards and letters sent in by viewers of the show who hoped to win a new Bird roof. There in full view of the public the cards were dumped on the floor of the truck, and raked over by Garry and Denise. Then with a pair of tongs, Garry reached into the pile and drew forth the 10 lucky ones. The winners came from all points of the compass; from Massachusetts to Florida; from Texas to Iowa. They were:

Bert Stensland
Story City
Iowa

Betty Gunn
5623 Columbia Ave.
Dallas 14, Texas

Mrs. John Richmond
1909 White Street
Greensboro, N. C.

Mrs. J. Johnson
7662 North Shore Drive
Jacksonville 8, Florida

Mr. Theodore Schott
7001 Trainor Court
St. Louis 16, Mo.

Mrs. William Hester
633 Yondota Street
Toledo 5, Ohio

Mrs. Ellen Priddey
8 Grand View Avenue
Somerville, Mass.

Mrs. John Szuder
141 Cantwell Dr.
Buffalo, New York

Mrs. Macie L. Boling
Route No. 1
Manila, Arkansas

Mrs. Glenn R. Mann
2710 Kossuth Street
Lafayette, Indiana

In the last few weeks the district managers and local salesmen have been calling on these winners and arranging for Wind Seal roof installations.

Down an Arkansas Lane

Not all reports are in yet, but an interesting one has come from Mrs. Macie L. Boling of Manila, a small town in northeast Arkansas not far from the Mississippi River and Missouri border. Salesman Jerry Sayres, Jr. and District Manager Fred May had some difficulty finding the house. It was down a country lane where 10-year old Linda Milligan, Mrs. Boling's daughter by an earlier marriage, was cleaning house and caring for two smaller children. Mrs. Boling and her husband were some miles away at "Uncle Hertie's" cotton field chopping cotton.

It turned out that the house was ac-



HE HOLDS A ROOF IN ONE HAND. TV personalities Garry Moore and his leading lady, Denise Lor, as Garry reaches into the pile and plucks out a lucky winner. The big day was May 20.

tually owned by young Linda who had inherited it from her father along with twenty-five acres of farm land.

New Roof Welcomed

The house is presently roofed with corrugated iron which leaks every time it rains. It does not have a roof deck so a complete deck, also furnished by Bird & Son, will have to be installed before the Wind Seal Shingles can be applied. Mrs. Boling selected Shadow Green Wind Seal shingles.

All on Before Fall

It will take some weeks to complete all the arrangements for all the winners, but before Fall new Bird Wind Seal shingle roofs will have been installed free for 10 happy home owners from the little lane in Arkansas to busy cities like Toledo, Jacksonville and Buffalo.



LOADING ON at East Walpole are Nunzio Julius, below, and Arthur Wilson inside the trailer which carried the thousands and thou-

sands of replies to Garry's offer. Lettering and general fancying-up of brand new trailer was done by Bird's own talented Advertising Display Department.

Kiddie Count Contest Rages On Charleston Now Challenges

PHILLIPSDALE really started something when they sent in this statement to the April Review: "The 10 men on No. 3 Machine at Phillipsdale challenge 10 men of any department in Bird & Son to beat their record of 34 children."

East Walpole's No. 2 Paper Machine laughed and for the May Review registered a count of 44.

Charleston, meanwhile, was taking a fast census. When Ray Marston was up at the Office Managers' meeting, he dropped around at the Review office and muttered, "Wait 'til you-all heah from Charleston."

Then the count came in.

First it said, "Ten men in the Charleston Maintenance Department wish to challenge the men on No. 3 Machine at Phillipsdale." The total offspring — 36. Two better than Phillipsdale, but way behind East Walpole.

But wait.

Next paragraph from Charleston reads:

The *Roofing Machine* Department at Charleston not only offers proof of birth which over-shadows Phillipsdale (and E. Walpole, we hasten to add),

but the record may be improved. Yep! There are more children on the way. Here's the box score of the 10 best men:

J. L. Cooper	3
Dan Alford	3
Joe Mills	6
Ed Evans	6
Clayton Shelley	5
Marvin Thompkins	5
Press Hodge	6
Arthur Wise	6
Leroy Wright	4
Aaron Shuler	3
—	47

More About Graduates

From Glenwood

Numan Smedley's daughter, Pat, who graduated from high school this year, was F.H.A. president, editor-in-chief of "Caddo Ripples," class editor of "Caddo Echo" and vice president of her class. She is planning to enter Henderson State Teachers College at Arkadelphia (35 miles from Glenwood) this fall.

From W. J. Hill

Janet Long, daughter of Dom Long, is going on after high school graduation to learn to be a hair dresser. She will attend Wilfred Academy.



THRICE WINNER of Floor Covering Sales plaque in two years, the Norman Deitch Co. was honored at a dinner at a hotel in Philadelphia, May 1. From left: Thomas Paquette,

R. T. Murphy and A. J. LeBlanc all of Bird & Son; Norman Deitch, president of the distributor company, and Ed Stein, vice president of Norman Deitch Co.

Milling Around

MAIN OFFICE

JULIA SMITH	JULIA LEWIS
JANET LABER	WILLIAM GRAZADO
LOUISA GRAHAM	MARY SEXTON
NATALIE LOCKE	PAT McDONALD
MILDRED SANBORN	RITA PETRONI
CAROLINE COGSWELL	AURORA O'DONNELL

Roofing Salesman Bill Ford of the Middle Atlantic District tells us his daughter is planning to enter the Carnegie Institute of Technology Art Department in the fall. Meet pretty Margaret Jane Ford in this month's graduates' section.

Marcia Newell, daughter of C. S. "Chet" Newell, was recently installed as Worthy Advisor of the Norwood Assembly Number 8, Order of the Rainbow.

Roofing Sales received several colorful cards from Elsie Battles while she was visiting at St. Simons Island, Georgia.

Dorothy Avanzini had five black kittens, several of which she offered for adoption, providing the homes were acceptable to Jer, the kittens' mother.

Jean (Cronin) Peavey, who left Stenographic this spring, is the proud mother of a baby son, Robert Burton, born May 26.

Miles Hubbard's son, Miles, Jr., is headed for Middlebury College in the fall. His dad is a long-time Roofing salesman in Connecticut.

Office Manager Joseph Erker, Jr. is presently on an extended tour of Europe, his second trip to the Continent.

Contemplating a European trip next month is E. R. Pulsifer, who with his family, hopes to visit a son now stationed in Germany.

Robert Bourke, son of plant physician Dr. R. W. Bourke, has just been awarded the prize for being the outstanding student in his class, just completing first year medical school at Tufts.

We enjoyed seeing the office managers from Charleston, Chicago and Shreveport, Messrs. Marston, MacLeod and Sherburne, on their annual business trip to East Walpole.

Mary Newell is welcomed to Box Sales. She had worked in the No. 1 Box Shop cafeteria for a short time.

Laura Ferrara, formerly of the Floor Covering Sales Department, became the mother of a little son last month.

Among those enrolled at the University of Massachusetts starting next fall is Lambert "Bert" Anderson, son of Jo and Lambert Anderson.

Co-workers of Barbara Sameski of Advertising gave her a beautiful sterling silver sugar and creamer and sterling tray in honor of her marriage last month to Joseph

Simpson, another Bird employee (No. 2 Box Shop).

Joe Fabiano of Statistical was given a beautiful lamp and money from office friends as a wedding gift before his marriage the last of May. Best wishes to Joe and his bride. (See Marriages.)

Before she left, Betty DeFillipo was taken to dinner at the Lord Fox and later was given a sports outfit and flowers.

PAPER MILL

THOMAS FLOOD	LOUIS B. AVANZINI
EDWARD GERAGHTY	ELNA GOTTBORG
FRANK NYBORN	NELLIE COUGHLIN
EDWARD WISNIEWSKI	MILTON GARDNER
JOHN KALIS	JAMES BARNES

FINISHING MILL

Some of the successful anglers on opening day of the trout season were the Graves brothers, Harold and Robert. Harold Peterson was another one. They claim they got the limit and of course we don't doubt this at all.

William Hyde was one of the men called out by the National Guard during the forest fire emergency this spring.

Christian Pretto was also on duty at the Wrentham-Sheldonville fire.

Sympathy is extended to Evelyn Balduf, whose sister, Jennie McNally, passed away recently.

John Clancy recently enjoyed a two-weeks vacation.

PRODUCTION AND POWER

Joseph Coburn of the Lab was one of the proud parents watching the children on "Discovery," WGBH-TV, Channel 2, in their quiz program on birds. His daughter Erica "Rickie" was a very charming and bright contestant. Erika Ali-Oglu, another



IT'S A TRICK, son. All five are the same man in each picture. Top is E. R. Pulsifer, head of Industrial Engineering, East Walpole, and below, S. C. Traudt, industrial engineer and materials handling specialist. No disagreement in these round-table discussions! The men were attending the National Materials Handling show at Convention Hall, Philadelphia, recently. Mr. Traudt is a national director of the American Materials Handling Society.



RUINS of VFW home in Norwood following early morning fire on May 25. The 14-room, 60-year old former Plimpton mansion was purchased by Post 2452 in 1950. A number of Bird & Son people are members of this post. Picture was taken by Joseph Eppich of Floor Covering the afternoon after the fire.

Bird & Son daughter, was a personable member too, making quite a representation from the Bird School in East Walpole. The school children have lectures during the year from Albert Bussewitz, director of the nearby Moose Hill Sanctuary of the Massachusetts Audubon Society.

Patrick O'Malley starts off the vacations with two weeks at his summer cottage at Nantasket.

Good luck to Tom Reed in his new job. He has left us to work nearer his home.

George Blair, Les Tarbell and Hermon Barker spent a few days fishing in Maine.

George Blair's daughter, Patricia, was the very capable young secretary of the Tri-Craft Co., Junior Achievement company in Walpole this past year. At their stockholders' meeting they closed out their business with the declaration of a 10% dividend. Several other Bird & Son children were active in this company.

If you worked here in 1899 and 1900 you may remember a visitor we had at East Walpole on May 20. He was Arthur Fitch, now of Coos Bay, Oregon, who worked in the Wad Department of the Paper Mill at the turn of the century. He is a friend of a cousin of Ann Eklund's, of the Main Office, and was visiting in Brookline. Editor Ed Grout showed him around some of the spots in the mill he might remember and in the process of conversation discovered the visitor had known Ed's father back in Hopkinton nearly 70 years ago.

Newly elected president of the Plant Engineers Club is R. C. "Bob" Holman, Bird plant engineer. The club, made up of New Englanders, with membership limited to plant engineers, meets monthly at the M.I.T. Faculty Club.

Ralph Watson and his wife expect to be in Florida on vacation for a month about now.

MAINTENANCE

Michael Cronin's daughter Patricia, just graduated from the Peabody School, is going to work at the New England Mutual



FLORIDA VACATIONERS. Louis Maida of the East Walpole Finishing Mill and Mrs. Maida had a fine vacation in St. Petersburg last February.

Life Insurance Co. Mike, incidentally, had another claim to family fame recently. He was twice a grandfather all in the same week. Daughter Jean Peavey had a baby boy, and another daughter, Shirley Daniels had a little girl.

Bill Doyle, retired, called on us recently. He says he is enjoying his retirement, living in Iowa City with his son Jack, a professor at the State University of Iowa, which is located in that city.

Better late than never, we wish Russell Jordan a long and happy stay with Bob McLaughlan and his happy flock.

Congratulations are in order for Herb Palmquist, who just moved into his new home on Bellevue Avenue, Norwood.

By the time you read this, Joe Emerson will have returned from his annual spring fishing trip to Maine. Joe always returns with something from these trips, if it's only stories of the big ones that got away.

Diemaker John Medailleu was very proud of son John, who took second prize in a Teen Age Rodeo held in Walpole and sponsored by the Rotary Club. The contest was judged by the Registrar of Motor Vehicles and local police. The top four contestants were treated to dinner at Brook Manor by the Rotarians.

Jerry (Jean LaFitte) DeMoras recently took a jaunt up to the wilds of Canada to attend a wedding.

Robert Mattson was among the local men who joined in the fire fighting at Plymouth, when it looked for a while as if there might be no town left to welcome the Mayflower II.

NO. 1 BOX SHOP

JOHN P. WALSH
RAMONA CHICOINE
PATRICK SILVESTRI

ROBERT TAUBER
MIRIAM HILL

A hearty welcome to Frank Grasso and Andre Milot, new members of the Shipping Department.

The Shipping Department can boast of a couple of beautiful iris displays, for which



HUSKY TOT at 7 months is Edwin Francis Plummer, son of Arthur Plummer, East Walpole Purchasing.

two members of the department are responsible. They are Henry Dowdie's on Washington Street, East Walpole, and Kenneth Houghton's at 38 Beech Street, Dedham.

Benny Maini spent two weeks of vacation traveling through Maryland and Pennsylvania.

Bob Tauber was elected president of the Quincy School Parent Teachers Association in Dedham for 1957-58. Bob is currently trying to think up ways of getting more fathers to attend the meetings.

Congratulations to John Cotter on his winning in a recent drawing of the Knights of Columbus.

Nice to see George Mather of Shipping back after his recent accident.

Jerry Tohosky spent a week visiting his aunt in Washington. While there he took a sight-seeing tour to Gettysburg.

Sympathy is extended to John P. "Jack" Walsh on the death of his father, John W., retired Bird & Son employee. Jack's mother had died only a short time before.

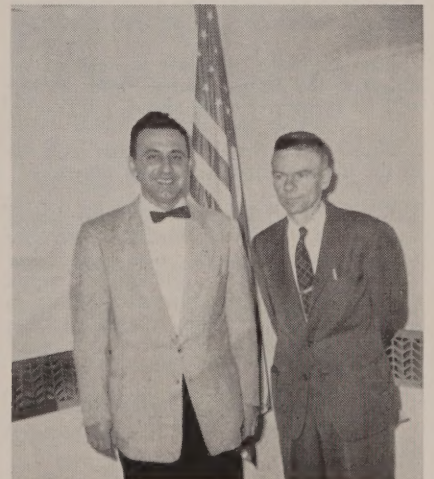
Early vacation list at Shipping included Harris Aulenbach at Hampton Beach; Robert Chamberlain, destination unknown; and Wilmer Wiggin in New Hampshire.

Claude Smith's son Claude "Dick" Smith, who just graduated from Episcopal Theological School, Cambridge, was being ordained June 22nd at St. Paul's Cathedral in Boston. He has been named curate at St. Andrew's Church, Wellesley. His dad further divulged that Dick is engaged to a Presbyterian minister's daughter.

Raymond Wojdag and Frank Stanton are both riding around on new power lawn mowers. The grass will really fly now.

Anne Kelter has transferred to the office here from No. 2 Box Shop. Welcome to Anne.

(Continued on page 18)



CLASSMATES MEET AGAIN. Alfred DeFlaminis of No. 2 Box Shop, left, chaperoned the Norwood High band at a recent concert in Sanford, Maine, of the combined bands of the towns' two schools. Al's 8th grader son John plays the trumpet. He met Judge Roger P. Flaherty, right, of Sanford, formerly of Al's own Norwood High School class.



O'DONNELL-SAVI WEDDING was a pretty affair on Easter Sunday at St. Mary's Church in Dedham. Edward and his bride, Aurora, both work at East Walpole. He is in No. 2 Box Shop and she is in the Office in the Multigraph-Addressograph Department. The groom's brother Anthony, best man, is also a Bird employee, at Norwood Roofing.

(Continued from page 17)

George Mather's daughter, June, was one of three girls graduating from Fisher Junior College to be awarded the Gold Key for high honors. June worked at Bird & Son in Box Sales for the past two summers.

No. 2 Box Shop

JOSEPH SMELSTOR, JR. JOSEPH F. BUTLER
A. D. SMITH CATHERINE BRADY

Jack Mitchell expected to spend a week of vacation at home with a lot of time on the golf course.

Eino Heikkila will have a week of vacation to see his son married and the rest will be spent at Union, Maine.

Nice to hear that Marie Rainville is out of the hospital after her recent illness.

R. B. "Bob" Patterson and his horses were written up in the Brockton *Enterprise* recently in connection with local horse shows. He owns two Palominos, one a two-year-old double registered Palomino filly named Pamlane, which he is planning to show next year. The other is a mare called Duchess.

Sympathy is extended to Byard Bennett, whose sister passed away at Toronto, Canada.

Good luck to Anne Kelter, who has transferred to No. 1 Box Shop Office. Anne was also a Review reporter. Joe Butler has taken over Anne's news job. Welcome to Joe and our thanks to Anne.

Joe Smelstor took a week of vacation. He spent it around his house and got in a little spring cleaning.



THREE OLDER TAUBER CHILDREN, Robert, Jr., Wayne and Donna, who stayed home with father while mother went to the hospital to bring home baby Linda Marie. Review reporter Bob, Sr., works at No. 1 Box Shop.

NORWOOD ROOFING PLANT

ARTHUR MCKENNA JULIUS AUKSTOLIS
RUTH PHELAN JOHN FOLAN
JOSEPH L. CARCHEDI FRANCIS WALL
JOSEPH NEVINS MICHAEL MEOMARTINO
MARY DRISCOLL

We extend our sincere sympathy to Sabino Metta, whose father recently passed away, and to Fred Picard in the loss of his mother.

Eddie Mucinkas is having a house built in Sharon.

Arthur McKenna and the Missus flew out to Phoenix, Arizona, for an April vacation. They report a wonderful time spent in the Valley of the Sun visiting the many scenic spots of the Southwest, including the Grand Canyon, Tombstone and many other famous frontier towns, and also Mexico. Returning by bus, they stopped for a week in Ohio for a visit with their grandchildren.

Arthur Blakeney, Grand Chancellor, Marathon Lodge No. 52, Knights of Pythias, was given a testimonial banquet and reception recently. The dinner, with speeches from various dignitaries, followed by entertainment and dancing, was held at the Hotel Rockmere at Marblehead, on Saturday evening, May 25.

Our sympathies go to former Shipping Office worker Charles Savage, retired, whose wife recently died.

Among the recipients of Bachelor of Science degrees at Emmanuel College graduation on June 3, was Rosalie A. DeBaggis, daughter of Louis DeBaggis. Her degree, in business administration, was awarded at exercises presided over by Archbishop Richard J. Cushing. Rosalie worked for Bird & Son in the Cost Accounting Department two summers while attending college.

Our deepest sympathy to the Ostrom brothers in the loss of their father recently.

Rocky Chiofar and Francis Wall took a week's vacation. Rocky was baby sitting at home, and Francis caught up with his baseball playing and coaching.



DRUMMER BOY and then some! Besides winning the title of National Bass Drum champion recently, Thomas F. Connolly was president of this year's Norwood High graduating class, was co-captain of the champion Norwood High hockey team and earned a spot on the Bay State All-Stars. His dad is William Connolly of Norwood Roofing, who has encouraged the whole family to band together with drums and harmonicas, when they really have a good time.

Our sincere sympathy to the family of Leo McEwan, a fellow employee, who suddenly passed away.

John Tura, Dave Tavares and Bob Holmes, who reside in Plymouth, had some anxious moments during the forest fires last month.

Harry Brylinski's latest catch — a 24-pound catfish!

Sympathy is extended to Edward Walsh on the death of his father, John W. Walsh, retired.

Roy McQuillan and family started taking advantage of the good old summertime by camping in the woods of Maine during the Memorial Holiday week-end.

A party was held at the Floral Steak House in honor of Norman Olson. Norman has left to join the United States Army for the next six months under the R.O.T.C.

On Sunday, June 9, Mr. and Mrs. Frank Munchbach held open house in honor of their 40th wedding anniversary. Many of these guests had also been guests on Mr. and Mrs. Munchbach's original wedding day.

Welcome to Garrett Barry, new clerk in Foremen's Office.

Who says Joe Zablowski can't catch fish? The lake was Sebago and the fish was a 2½ lb. salmon. Pauline says 'twas good eating. Sorry — no picture.



PRETTY TEENAGER goes to her first prom. She is Marcia Blondell, 15, daughter of Marty Blondell, Floor Covering sales service manager, who snapped this picture of his "little girl" just before the big event. She goes to Canton High School.

Mike Foley, Foremen's Office, was among the early vacationers enjoying the last week in May.

Fred Turco's Cardinals of the Little League "Farm Group" are now leading in the National League.

The Industrial Hygiene class at the Harvard School of Public Health made its annual visit last month to the Granule Plant. They are interested in our dust control system, which is considered very good.

Dick Storkfelt, electrician, has become a grandpa for the fourth time. This time it's a boy, Wesley Richard Reddick, born last month to his daughter Greta, who used to work at the Credit Union.

FLOOR COVERING PLANT

WILLIAM MELISH	GEORGE SHACKLEY
GEORGE GROVER	DOROTHY HAWES
CHARLES COBB	FRANK SHUMSKI
THOMAS BLUNDELL	JOSEPH WALL
NAZARENO LORI	JOSEPH RADZEVICH
WILLARD JONAH	

George Wyatt's daughter, Carole, who just graduated from Canton High, is entering Northeastern in the fall.

Carleton Rafuse, crane operator in the Lino Department, is the department's newest Quarter Century member.

Anthony Aurretto tells us his son in the service is playing baseball on the Air Force team in Texas.

Charles Treciokas' son, Charles, Jr., is another prospective freshman at Northeastern University.

Frank Conidi sailed recently on the "Christof Columbo" for a six months visit in Europe.

Bill Pratt, ardent follower of Walpole hockey, has for the past couple of baseball



DISCUSSING production problems, it says here, are Thomas Carberry, left, and Henry Cox, of FFN, the Floor Covering Undercoat Department.

seasons become a Norwood baseball fan. Norwood High has had an outstanding year this spring.

Ernest Paciorkowski has been serving on the town Building Committee in Norwood for two proposed new grammar schools.

John McDougall may well be a proud papa. Daughter Letitia (Tish) was queen of the senior prom at her class dance at Westwood High. She enters nurse's training at Boston's Beth Israel Hospital this fall, following in the footsteps of her mother, who is a graduate nurse.

Bruce Grindle's daughter, Carol Ann, recently became the bride of Harvey Nelson Cushing. The pretty wedding was at the First Methodist Church, Stoughton. The couple will make their home in North Easton.

Adolph Doucette's daughter, Shirley, graduate of Norwood High this year, has a four-year scholarship for Boston University, where she is planning to go to Sargent.

"Red" Hogan of the Linoleum Department is being seen at the Cape Cod Canal these days catching bass.

Banbury operator Walter Armstrong is back after a four months leave of absence.

Al Kent is expected back soon after being out sick for several months.

Phil Macchi's son, Philip, who is graduating from Walpole High this year, expects to enter the University of Maine in the fall.

New Britain News

By RUTH E. MIDDLETON

Emily Ajaski's son, James Pethigal, is planning to enter Teachers College of Connecticut at New Britain in the fall.

Ruth Middleton caught a 16-inch bass at



MICHAEL JAMES VALERIO, 9-months-old son of Mr. and Mrs. Romeo Valerio. Michael's father is the foreman at the New Britain Plant. Romeo formerly worked at No. 1 Box Shop, East Walpole.

her cottage at Lake Plymouth, but sorrowfully had to return it to the water. She'll try again in July.

Mr. and Mrs. Gene Baranowski became the proud parents of a 5 lb. 13 oz. baby boy on May 13. Mrs. Baranowski is a former office employee here.

A. J. "Art" Bushell, our manager, has been elected director of the Hartford Sales Executives Club.

Manchester Notes

By BARBARA HARDEN

On March 29, the girls gave Pauline Therrien a baby shower. She received many lovely gifts.

Ann Masters had an 8 lb. 5 oz. baby girl, born May 1. The baby's name is Sharon Ann. Father, Ronnie, and mother are doing fine.

We were sorry to hear of the death of Marion Sparango's and Irene King's grandmother.

Bob Harden received many cards for his birthday which was May 23rd. He also was given a nice cake which the employees gave him and helped him eat.

Bob and Barbara Harden also celebrated their 15th wedding anniversary on the same day and received many cards of congratulations.

Novel Price

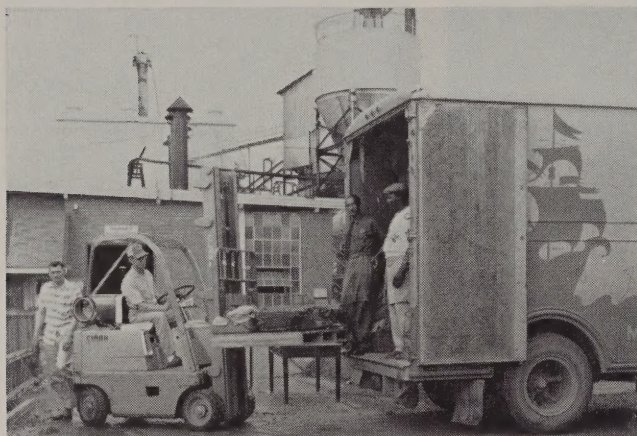
19th Annual Fisherman's Ball, the Fo'c's'le, admission one fish.

— R.I. Vacation Information folder

SHREVEPORT ROOFING AND FELT MILLS

STAFF: LUCILLE BURROW, D. L. OLIVER, JR., WILLIE L. SMITH, FRANK MARKHAM, ANNE EDDY, J. K. COLVIN,
JOHN E. EVANS, JR., EDWIN SOMPAYRAC, RICHARD POTTER, Photographer

Candids from Moving Day to Our New Office Building



OUTSIDE they're loading typewriters — or were after the desks went in. Office and Shipping get together as lift truck operator Huey Humphrey carries typewriters by the pallet load. John Eatman is walking behind tractor. (Note timely Mayflower picture on truck.)



INSIDE it looks like this as Ollie Sherburne catches a quick puff on a cigarette as they start moving the desks in.

Softball Chatter

"Coach" Huey Humphrey showed his teammates the way in a recent practice softball game when he hit the first home run of the season for the team. "Old Folks" Phil Johnson hit one later in the game that would ordinarily have been a homer, but because of hardening of the arteries, he made it only to third base.

Several new players have taken the place of those who were lost from last year's team and it looks as if we will again be contenders for the league championship.

The opening of colored men's league was delayed by bad weather and by some repair work that had to be done on their fields. The work is over now and their league has officially opened.

Shreveport Speaks

Modena Fuller enjoyed Mother's Day very much. Her son, 1st Lt. Franklin Fuller and his wife, were home for the week-end. Franklin is stationed at Arnold Engineering Center, Tullahoma, Tennessee.

We are very glad that Gary Eddy, son of Anne Eddy, was able to leave the sanitarium the same day he was admitted. Gary gave his mother and grandparents quite a scare

and also a fast ambulance ride when he became violently ill one Sunday morning.

While the B. P. Sowards were enjoying a visit from his father and mother, Dude Davidson visited them and was very impressed with the interesting conversation he had with them. During the visit, Mr. Soward, Sr., who is an artist, promised to paint Dude a picture. One Tuesday last month, the mailman delivered a very beautiful painting to the Davidson door and at a very good time. Wednesday, Dude entered the hospital for another operation. He was so pleased with the picture he said it helped to lighten the worry he had over his illness.

W. M. Guice visited Shreveport Office recently and as always, we were very glad



LATER. "It doesn't look so bare now, but it sure looks different from the old place." Frank Zellner, Huey Humphrey, and Edwin Sompayrac with back to camera. Man by Coke machine is from movers.

to see him and enjoyed his stories about the Kansas weather. He stated they have only two seasons a year: July-August and winter time. He further stated they had 16 tornadoes in one day; they were running around over the state like cattle. Mrs. Guice was with Wick and we enjoyed her visit very much.

Leon Taylor spent a week's vacation at home doing some building around his home. He usually has to borrow the tools for this work, but he does a very good job of what he starts.

O. N. "Ollie" Sherburne was in East Walpole attending the annual Office Managers' meeting. He was accompanied by his wife, Kay. They visited relatives while there.

We were very glad to have Bob Anderson of the Treasury Department, East Walpole, visit us for a few days.

May 10 was our "Share In America" day. T. H. Grissom, Area Manager, U. S. Savings Bonds Division, came out for the three shift meetings we held. Mr. Soward made a short talk, a movie was shown and Mr. Grissom had a few remarks. A lot of the fellows signed up who were not already buying bonds.

Lamar and Julia Nell Veuleman are the proud parents of their first baby, a son. (See Births)

William Taylor was in the hospital for a week and we are very happy that he was allowed to go home that soon.

James Bareswill and family enjoyed "dinner-on-the-ground" at their church Easter Sunday.

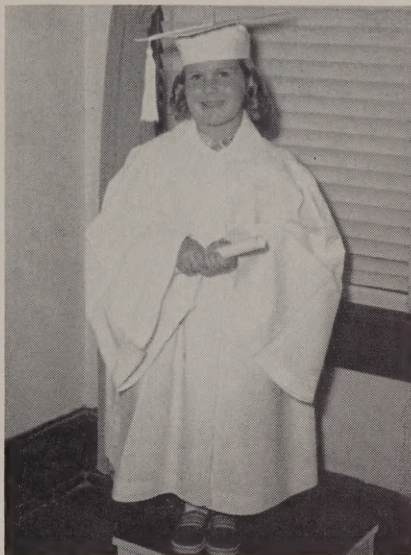
Henry Ferguson has taken up casting. He bought a rod and reel and 25 plugs as a start. Henry tells of fishing for two hours with no luck when some friend paddles up and right away hooks a 5½ lb. bass.

Phil Johnson will coach the Cedar Grove Kiwanis junior softball team again this

year. Phil takes a lot of time with these boys and has a very good team.

Robert Catts, former Bird Roofing sample man turned Shreveport traffic officer, is a proud papa again. This makes a little girl and a little boy for Robert and Patsy. Most of us see Officer Catts daily and it is almost as though he was still working with us. The new arrival weighed 6 lbs. 9 oz. and Debra is crazy about her new playmate.

The Blanchard Watts' enjoyed a visit from their son S/Sgt Perry Watts and his new bride from Oklahoma City. Perry is in the Army Air Force.



KIDDIE KOLLEGE graduate. Wanda Nell Bamburg, 5, daughter of Elton Bamburg, Shreveport Shipping, smiles as she looks forward to grade school next year.

PLAY SAFE WITH ELECTRICITY

There is no guesswork about what an electrical wiring system does; when a circuit is closed, current will flow, and it is not necessary to have two wires.

Becoming part of that circuit is one thing you want to avoid, advises the June issue of *Better Homes & Gardens* magazine; any time you are grounded and touch a live wire, you complete a circuit, producing shock instead of light.

The human body is a conductor of electricity but can tolerate little current amperage. The reason bathrooms are dangerous for shocks is that most plumbing fixtures are grounded to the home's electrical system through water pipes. That is why all appliances and switches should be located away from a bath or shower.

When the current from a live wire reaches the metal shell of an appliance, that appliance is especially dangerous, whether or not it is turned on. If you touch a grounded conductor while holding such an appliance, there will be trouble.

Like other punctuation marks, the exclamation point is often indispensable to convey proper meaning. For illustration, if a gent comes home sossled at 2 A.M. and says to his wife, "Evenin' precious; how'sh my li'l honeybunch?" her monosyllabic reply may have three meanings, depending on punctuation: 1. "Well." (She's feeling okay.) 2. "Well?" (I'm waiting for an explanation, Buster. And don't call me honeybunch.) 3. "Well!" (You're a fine spectacle, you miserable creature!)

—N.Y. Times 'Winners & Sinners'

"A successful man keeps looking for work after he's found a job."

Raymond Duncan



IT'S AMAZING what moving will uncover. The Shreveport Office, in moving to their handsome new building, found this picture taken in New Orleans at a convention several years ago. On a sight-seeing jaunt in the French Quarter are F. E. "Deacon" Dyess, now retired, and L. G. "Red" Houston, both of Sales.

PHILLIPSDALE FELT MILL AND INSUL BOARD PLANT

MANUEL OLIVER
ARTHUR TRUDELL

DAVID S. LOWRY
ALLEN PERKINS

LESLIE E. HOWARD
RAYMOND NOLAN

Around the Plant

We were sorry to note that John Rogers has been out for some time, having had an operation. We hope, however, by the time this is printed, he will be back to work again.

The men on No. 3 machine, with no loss of pride, concede defeat to the men on No. 2 machine in East Walpole in the matter of the number of children. Their count of 44 is too much for our men at

the present time. They wish good luck to you all.

Joseph DeCosta has moved to his new home in Rumford.

Dudley Perry is playing private eye to see if he can find out who is walking through his garden. It seems that he has seen foot prints in his bean patch.

Al Hammond is very happy with the birthday gift of a Polaroid camera which he received recently.

Manuel Oliver's daughter, Patricia, was

recently elected to the Rhode Island Honor Society.

Anthony (Farmer) Rochford redecorated his second floor apartment for new tenants during his two weeks' vacation.

Manuel Paiva served two weeks on jury duty.

Arthur Trudell has moved into his new home in Rumford.

Joe Betencourt spent a week of his vacation working on his home and Enar Peterson spent a week just resting.

CHARLESTON ROOFING PLANT

STAFF: RAY MARSTON, KERMIT MANN, MICHAEL GALASSO, JAMES ROBINSON, LAWRENCE MARTIN, JOYCE BUCKNER, JOHN WYNDHAM, ARTHUR WISE, WILLIAM K. PRICE, Photographer

Charleston Chatter

Welcome to New Employees:

Gloria Puckhaber, our switchboard operator. Gloria is married and has three children.

Edward L. Rowell, our mechanical draftsman. He is married and has four children.

Jean Minshew, our production clerk, who is Mrs. Minshew and the mother of two. This is a belated welcome to Jean but we are glad to have her.

* * *

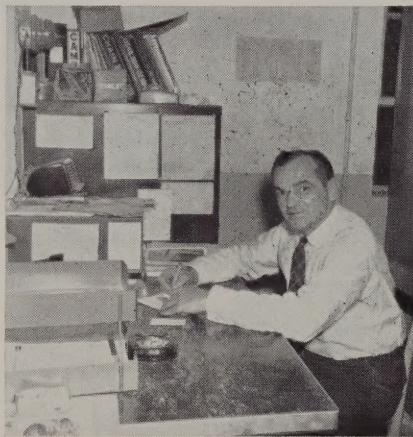
We are sorry to hear of Lorraine Hill's leaving. Her husband is to graduate from The Citadel in June. He will assume his duties of electrical engineer in Marietta, Georgia, within one week of graduation. Lorraine hates to leave the seacoast of South Carolina, but now she will get to be a Georgia Peach.

We are glad to have Jeanne Brooks back since her recent illness. Her family found out what it means to "batch it" and they even learned to clean house. All are doing well now.

We were happy to have two dealers visit our plant, Boyd Hawthorne from Peninsula Supply Co., Newport News, Virginia, and Jack Janney from Wilson Bros., Fredericksburg, Virginia. They were accompanied by one of our salesmen, John Nelson.

We welcome Joyce Buckner as a new reporter for the Review and thank Elaine Baker for her help in the past with news gathering.

We were happy to have Malcolm MacDonald's relatives, Mr. and Mrs. William



ERNEST (ROCKY) ZINKOWSKI, long-time expert in roofing granules, now assistant superintendent at Charleston, casts a watchful eye on the cameraman.

Carr and Florence MacDonald, visit us from Massachusetts. Bill Carr works in Maintenance at the Norwood Roofing Plant, and visited Mal and the rest of the men in Maintenance here. Florence works for Bird too, in Floor Covering Sales at East Walpole.

R. C. Rudisill, salesman, was in a bad auto accident since we last reported in this space. We are glad to say he is making a good recovery.

* * *

Thank You Note

Thank you for the lovely flowers and for your thoughtfulness during my illness.

Joyce Buckner

Acknowledgments

Acknowledging with grateful appreciation your comforting expression of sympathy.

Mrs. Patrick Maguire and Family

Thank you for your kindness and sympathy during our recent bereavement.

Frederick Picard and Family

We wish to thank you sincerely for your kind expression of sympathy during our recent sorrow.

Charles D. Savage
Mr. and Mrs. Henry Hosking
LeRoy S. Savage

Thank you sincerely for your thoughtful kindness at a time when it was deeply appreciated.

Joseph Reichert and Family

Gratefully acknowledging and thanking you for your kind expression of sympathy.

Mr. and Mrs. Sabino Metta and Family

Gratefully acknowledging and thanking you for your kind expression of sympathy.

Mrs. Harold R. Harper
Mrs. George Voedisch

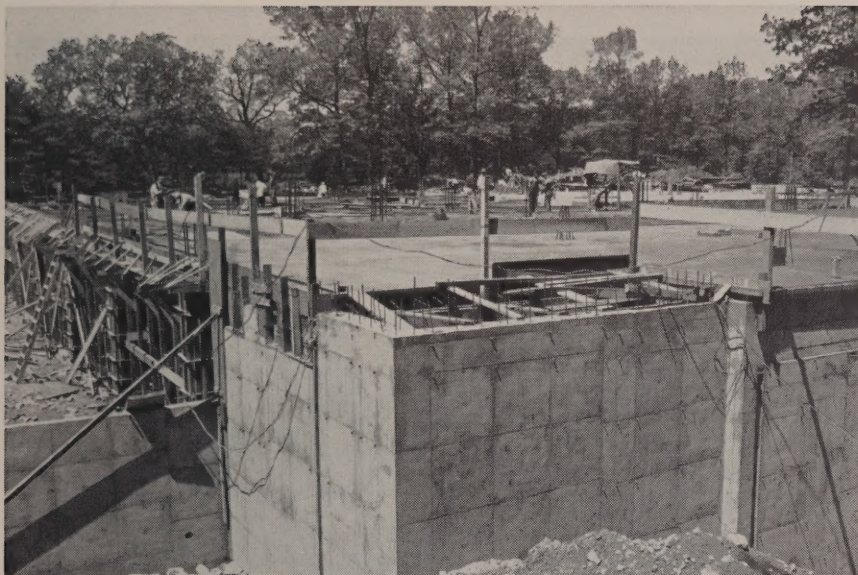
Gratefully acknowledging and thanking you for your kind expression of sympathy.

Puopolo Family

Thank you sincerely for your kind expression of sympathy. It was deeply appreciated and is gratefully acknowledged.

The Family of the late
Carl E. Ostrom

(Other Acknowledgments page 24)



NEW MAIN OFFICE, photographed for a couple of reasons while it's a-building: first, for the record, and also to remind us that "Spring

it won't be long now. The date for moving from East Walpole Square to the new building on the hill across the river is quoted as 1958."

JOHN EPPICH, retired, of 43 Wil-son Street, Norwood, died on May 14 after a long illness. He was in his 83rd year.

Born in Austria, Mr. Eppich came to this country as a youth and started work for Bird & Son nearly 54 years ago in September 1903. During his 40 years of active employment he worked on many jobs at the Norwood Roofing Plant, including a number of years as back tender on No. 1 Machine. He retired May 1, 1943.

Funeral services were held May 16 with a high requiem mass at St. Catherine's Church, Norwood. Burial was in Highland Cemetery.

Surviving are two daughters, Mrs. Sophie Grover and Mrs. Mary Balduf of Norwood, two sons, Joseph of Florida and John of Norfolk, 13 grandchildren and 12 great-grandchildren.

For Retirees Only

Are you available for part-time work? Do you have a business or service which you would like to tell others about? The columns of the Review are available for the asking.

If you want to advertise your availability for work or your business, send copy to Review Editor, Bird & Son, inc., East Walpole, Mass. Include your name, address and telephone number. Copy must be 50 words or less.

We will insert such advertisements once every six months for any retired employee. (It's once every year for employees still working.)

Lewiston News

By HELEN LANE
and
JOAN WALMSLEY

We extend our deepest sympathy to Edward Quinn on the loss of his wife.

Janet Walmsley had a wonderful vacation in Florida, and came home looking nicely tanned.

The foundation has been dug for the new home of Ben Sirois, and he is anxious to have something concrete happen.

Eunice Sullivan reports that her garden is coming along fine, and late in May had peas over 5 inches tall.

Gerald Hinkley of this plant and Barbara Briggs, daughter of June Briggs, who works here too, are planning to be married June 29. Our best wishes to the both of them.

Star Truck Driver



WALTER F. CLARK, Berry Asphalt driver, was one who participated in the safety demonstration as Little Rock citizens launched their "Back the Attack" safety program. Walter participated in the brake demonstration which

was televised out of Little Rock. He has been a Berry Asphalt Co. of Arkansas driver since October, 1952 and has a perfect safety record to date. He took top honors in this demonstration in his vehicle weight class.

Stub Maxim has spent several week-ends at Carry Pond and says that the fish are really biting.

Rita Tremblay and Jeannette Woodward attended the reception given for Donald Briggs (former Bird employee) and his

bride, the former Barbara Louise Huff of Tennessee.

Jeannette Woodward's daughter Shirley will be in her first baton recital in June.

Fern Champagne spent her vacation doing house cleaning.

Berry Refining Co.

Gary News

By ROBERT W. LADD

Bernadine "Bee" Cox's daughter, Barbara, will graduate in June from Lyons Township High School in LaGrange, Illinois. Barbara plans to attend Junior College at Lyons Township, majoring in Spanish and hopes to be an airline stewardess or Spanish secretary.

Amy Glennon took a week's vacation to drive to Atlanta to bring her son, Fred, home from military school for the summer.

Joanna Mladenik resigned early in May to become a full-time housewife and mother. She was given a farewell luncheon at Phil Schmidt's Restaurant. President James Van Pelt presented her with gifts from the office in honor of her coming "blessed event." Good luck and best wishes to Jo.

Adrian Bahnerth planned a trip to Kansas in May with his wife and daughters.

Virginia Novak is our new receptionist. Welcome to Virginia.

Gertrude Campbell is again a proud grandmother. It's John Arthur Campbell, Jr., born April 15 to her youngest son, Jack, and his wife, Jeanne.

Our new guard house is nearly completed and with the new cyclone fence in place, our entrance is much improved.

On May 20 cement was poured for the new addition to our office, which we hope to occupy before the summer is too far advanced.

Our deepest sympathy to Mr. and Mrs. Gordon Coe in the loss of their brother-in-law, Clarence Vogeli of Toledo, Ohio.

Jim Van Pelt attended the spring meeting of the Chicago Gasoline Jobbers Association at Tonte-Devedre Beach, Florida.

The baseball season is once more in full swing judging from the arguments going on in the office. Jay Barriero is our leading fan and adviser (?) for the Cubs.

Bill Anderson and his wife went on a week's trip to New Orleans.

Eldon Fisher and Bill Anderson attended the Indiana Independent Petroleum Jobbers and Marketers Association convention at French Lick, Indiana, last month.

Acknowledgments

(Other Acknowledgments page 22)

Your kindness and sympathy will always be held in grateful remembrance by the family of Leo F. McEwan.

Gratefully acknowledging and thanking you for your kind expression of sympathy.

The Metta Family

The family of Heller Lukk will always remember your kindness and sympathy.



FAREWELL LUNCHEON for Joanna Mladenik of the Berry Refining Office, Gary, Indiana, as she left to be a home girl.

Seated from left: Bee Cox, James Van Robert Ladd.

Pelt, Jay Barriero, the guest of honor, Robert Hunter, William Anderson. Standing: Gordon Coe, Eldon Fisher, Gertrude Campbell, Amy Glennon, Adrian Bahnerth, J. R. Cox and

Robert Ladd.



GARY GUARD HOUSE, new building for the refinery, viewed from the back. This new

structure, also used as bathhouse, makes a real improvement at the plant entrance.

Thanking you for your kindness and sympathy at a time when it was deeply appreciated.

Gordon Wilson and Family
Leon Wilson and Family

Acknowledging with grateful appreciation your comforting expression of sympathy.

The Family of John Eppich

Gratefully acknowledging and thanking you for your kind expression of sympathy.

Mrs. Julia Rukstalis and Family

To thank you for your kindness and sympathy at a time when it was deeply appreciated.

Mrs. Anna Bochanowicz and Family

The family of John W. Walsh thanks you sincerely for your kind expressions of sympathy.

Births

To the Williams Wilsons, a daughter, Mary Elizabeth, April 26. (Charleston)

To the John Lamar Veulemans, a son, Johnnie Lamar, May 3. (Shreveport)

To the Glover Joneses, a son, Larry Glen. (Shreveport)

Marriages

Alton M. Fort (Charleston) and Jeanette Miller, March 13.

Joseph Fabiano (Main Office) and Marie Giambanco, on May 25, at St. Mary's Church, Dedham.

Joseph Simpson (No. 2 Box Shop) and Barbara Sameski (Main Office) on May 26, at St. Peter's Church, Norwood.

*Tucked among the rock-ribbed hills
of Southwestern Arkansas
is Glenwood's great*

Open Pit Slate Mine

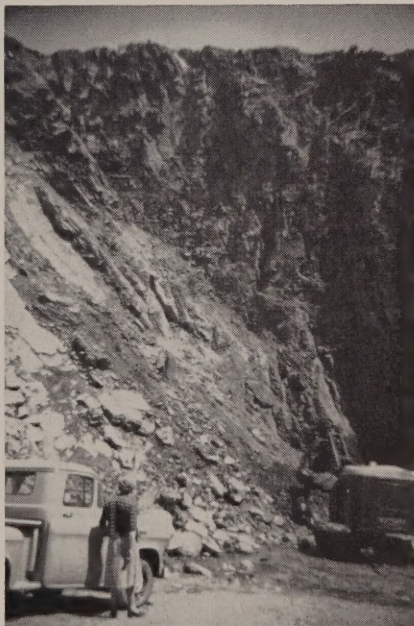


THOUSANDS OF SOUTHERN ROOFS had their start in this slate pit in southwestern Arkansas. This is the mine in the tiny town of

Hopper, which furnishes rock for the Glenwood Granule Plant, about 5 miles away. Glenwood in turn supplies the Shreveport Roofing Mill, 180 miles south.



MEMBERS OF BIRD TEAM of workers are these four at Glenwood's mine in Arkansas. Left is Hercul Cowart, Glenwood operations foreman, with Leroy Tighe, welder, Garlin Austin and Numan Smedley, both shovel operators, now digging some 100 feet below level of surrounding terrain.



DOWN INSIDE, the banks of the Glenwood mine look pretty high up. At left Lucille Burrow of the Shreveport office is standing beside the Chevy pick-up which Hercul Cowart uses both as truck and amphibious craft, depending on how high the water is at the bridge over the Caddo River. At right of picture is the shovel.

How To Drive Safely At Night

Three out of five fatal accidents occur at night. Nighttime travel can be easier, safer, and more fun when you follow the advice of professional truck drivers, highway patrolmen, and other safety experts.

They advise reflectorized tape on the rear bumper and clean headlights. Other motorists can tell both the speed and direction of your car more quickly if it's marked with reflectors. Dirty headlights can cut your vision as much as 10 to 25 percent, say the experts in an article in the April issue of *Better Homes & Gardens* magazine.

At dusk, drive with full driving lights on, not just parking lights. In fact, today's fast trains run with lighted headlights even in broad daylight. That's for safety — to gain quicker recognition.

Tuesday, Safest Night

Tuesday is the safest night for driving, according to safety experts. Next in order come Wednesday, Thursday, and then Monday. On Friday nights, accidents increase, and on Saturday and Sunday nights they surge upward. Some truckers try to avoid the week-end "alcoholic traffic."

Drizzle Potentially Dangerous

State troopers warn, in the article, that new rain makes roads slick after it mixes with the "traffic film" of the highway, so a light drizzle can be more dangerous than a heavy downpour. Heavy rain will wash the oily film off the pavement in 30 minutes, but it may take two hours for a light drizzle to wash away the film. So, cut your speed sharply until the slick coating has disappeared.

Clean Windshield with Newspaper

Keep newspapers in your car. Newspaper contains tannic acid, which makes it an excellent windshield cleaner when used with plain water. Also clean the inside of your windshield often, especially on a long trip. Cigarette smoke, industrial fumes, dust, and "fried" oil from the cars ahead coat both sides of the windshield. This foreign matter causes "flashes" in the windshield as headlights come toward you, which tire the eyes.

Several other "owl driver" tips reported by the magazine are: turn on the dome light when it's safe to do so to relieve tired eyes, change the brightness of the dashboard lights from time to time, and shift stations on the radio to avoid sleepiness.

Meet Your Leaders



BIRD CLUB OFFICERS for 1957-58 season: Moses Bader, vice president; Velma Cobb, treasurer; Andrew Center, president; and Albert W. Smith (inset), secretary.

BIRD CLUB

Tri-Mill Sports Club

Our cover picture gives a pretty vivid account of one part of the children's fishing derby on May 7 — the weighing of the catch. Bill Mark reported to the Review: "About 20 brook and rainbow trout were caught by these young anglers with the assistance of their parents. Along with the prizes the usual load of hotdogs and tonic were consumed."

A girl won first prize. Jean Bethel comes by her finny finesse naturally because her father, Pete Bethel, would rather fish than eat.

Aldo Bertoni's boy Aldo took second prize. That's another youngster who is following dad's out-doors interests.

First prizes by age groups were won by:

Girls	1-6	Nancy Bethel
Boys	1-6	Wynn Leontie
Girls	7-10	Nancy Tarbell
Boys	7-10	Joe Bertoni
Girls	11-14	Susan Maloof
Boys	11-14	Peter Baranowski

Aldo Bertoni was chairman of the derby, ably assisted by members of the Activities Committee.

Field Day

It rained the afternoon of June 2 after the festivities got well under way for our annual field day at Bird Park. This was a real rain, nice for the gardens and forest-fire swept woodlands, but the committee, John Gnecco, chairman, and George Shackley, Julia Smith, Nick Ferrara and Herbert Granlund, couldn't have been less interested. They had to close up shop and at the next Bird Club Council meeting discussed ways of handling such events in the future.

The Art Class, however, had an exhibit in the Music Court, which did stay up long enough for the public to vote for their favorites. Winners were: Helen Colton, 1st; Marion Tolman, second; Barbara Jones, third, all oils. Most popular water color was chairman Velma Cobb's painting, "Autumn." In the charcoal or pastel class, Dorothy Appel was the winner.

Besides members of the class, invitation exhibitors included these Bird & Son men: Ted Cordo, Nesi Ali-Oglu and Dick MacLean.

Tours

A tour of historic and educational Greater Boston and of Concord and Lexington was scheduled for Sunday, June 16. Next month we'll have more on this and further details on the August trip. The committee is planning a week-end jaunt to Lake Winnepesaukee, New Hampshire, leaving Saturday morning, August 10, and returning Sunday night, the 11th.

NIRA Convention

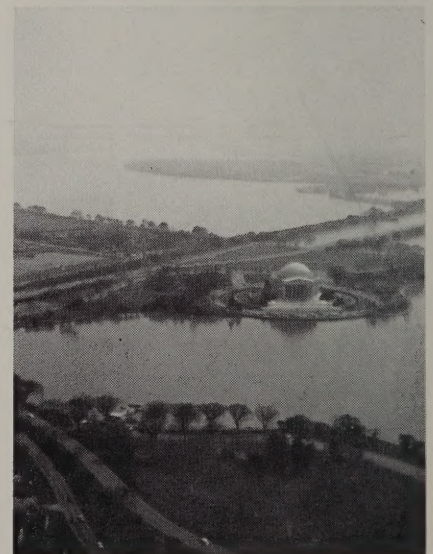
President Andrew B. "Andy" Center attended the recent national convention of the National Industrial Recreation Association in Chicago. Report from him next month.

Veterans Entertainment

The children at the Massachusetts Hospital School were royally entertained the night of May 14, as the Bird Club Veterans Show brought them its last performance of the year. The Bird Club entertainers had an Elvis Presley theme running through the performance, which included special features and prizes for the handicapped youngsters. Those taking part in the extra-special affair are pictured in this section.

Men's Golf

At the end of the sixth week of play at Walpole, Capt. Kunelius (who is also golf chairman) and men were



FROM TOP of Washington Monument, an unusual and excellent view caught by Charles Wisniewski with a 1918 box camera, while on the Bird Club Washington tour. Charlie, of East Walpole Finishing, took all four points of the compass from here.

ahead, followed by Webster, Eppich and McDougall. There are four teams in three groups.

Girls' Golf

The field day is planned for the traditional last Saturday in the month. Team standings as we went to press were: Comets, 27½; Fores, 27; Hopefuls, 18½; and Jems, 17. Looked like quite a scrap!

The Scotch foursome was on a night when it *poured* some. In a masterpiece of understatement, Dot Cronin, chairman, in her memo report called it "a slightly damp night." Prize winners (chosen by lot) were: Hannah Flavin and Roland Peterson, first; Cathy Collins and Rocky Puopolo, second; Dor Molloy and Bill Doyle, third; and fourth, Mary Bannon and John Kunelius.

Banquet for Officers and Committees

The evening of May 22 was the occasion of the banquet given by the club to its officers, chairmen of committees and committee members. At the Floral in Wrentham, those attending reported a good dinner and a good time.

Scene from Neponset Choral's Spring Show



REUNITED are the handsome bride and groom (played by Martha Guild and James Silvi) in a scene from "The Yeomen of the Guard,"

Neponset Choral spring musical comedy. Disappointed suitor, the sad jester (Hoel Bowditch), looks off at left.

Veterans Show Cast and Committee



EVERYBODY SAY CHEESE! The Bird Club Veterans Entertainment cast looks like such fun, who can be sad? Cast and committee posed here after an evening with the children at the nearby Massachusetts Hospital School.

Front row: Mrs. Roderick Thomson, Susan Clark, Patricia MacDonald, Dianne Clark, Dick Pearl, Janet McEwen, Kathie MacDonald, Maureen Newman and Mr. Thomson.

Second row: Louise Conti, Dianna Mascas, Beverly Smith, Rosemary DeMichele, Mattie Ross, Bill Dalton, Phil Fanning and Dick Smith.

Back: Jerry Norton, Don Ahearn, Vin Perry, Chick Webber, Hilda Rafuse, Uuno Wiik, Florence MacDonald, Lester Lee, Muriel "Pat" McDonald, Bill Grazado, Julia Smith, June Grazado, Marjorie Burke and Jim Araby.

Interest Rate Up On U.S. Savings Bonds Now Pay $3\frac{1}{4}\%$

- Q. What is the new interest rate on Series E Bonds?
- A. They will pay $3\frac{1}{4}$ per cent interest, compounded semi-annually, when held to maturity. The former rate was 3 per cent.
- Q. When does the new rate go into effect?
- A. Series E Bonds bearing issue date of February 1, 1957 or thereafter, earn the new interest rate.
- Q. When do the new Bonds mature?
- A. In 8 years and 11 months. Former maturity was 9 years and 8 months.
- Q. How do the new terms affect the return on E Bonds during the intermediate years?
- A. The return will be substantially higher in the earlier years.
- Q. Will the new E Bonds be available immediately?
- A. Yes. While existing stocks of E Bonds will be used until supplies of the new Bond are available, the new terms will apply as long as the E Bond bears an issue date of February 1, 1957 or thereafter.
- Q. What are some of the continuing features of Series E Bonds?
- A. Cost prices and maturity values remain the same.

They are redeemable 2 months from issue date.

E Bonds are exempt from state and local taxes; Federal income tax on the interest may be paid annually or deferred until Bonds are redeemed or mature.



SPRING IDYLL, which is so typical of rural America, thank heaven. This scene of man-and-boys-fishing was taken by the Review photographer at the Tri-Mill Kids Fishing Derby last month. If you know them, you won't have any trouble recognizing them.

They will be replaced by the Treasury without charge if lost, stolen or destroyed.

Savings Bonds are free from market fluctuation.

They are absolutely safe, backed by the full faith and credit of the United States.

They may be purchased by payroll deduction through the Neponset Credit Union office.

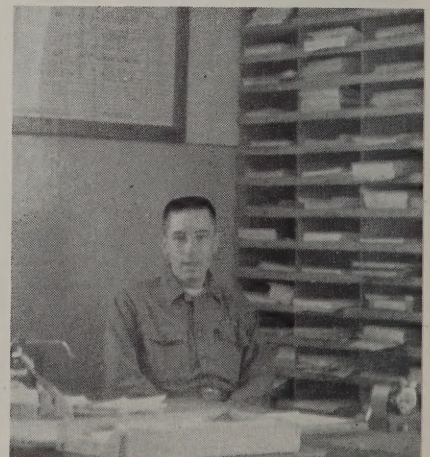
Another view from Bird Club sponsored show



HEART-RENDING scene, as head of hero (handsome, of course) is threatened by the axe. His bride is girl at right foreground. Jailer played by Tom Noonan (with huge key) was also popular character in "The Yeomen." Stalwart yeoman, front row, left, is Neponset

Choral director Len Weaver (Bird geologist), while tall soldier behind him is Bernard DeSavage, Jr., college student, summer employee, and son of Bernard and Helen DeSavage of Floor Covering. Show was sixth Gilbert & Sullivan production by Society.

G. I. Expert



WITH MILITARY INTELLIGENCE in U.S. Army in Germany. Richard Mills, son of Tony Milus, Norwood Roofing, Maintenance, is a member of a team which travels all over Europe giving lectures on the Soviet.

On the Lighter Side

An irate lawyer trying to establish a point in cross-examination demanded of the defendant: "Madam, while you were taking your dog for a walk, did you stop anywhere?"

"Sir," the witness said quietly, "have you ever taken a dog for a walk?"

The first fellow who called it a "down" payment has a remarkable sense of direction, considering how many are sunk after making it. —TD

Expectant mother: "Would you like a baby sister or a baby brother?"

Four-year-old son: "If it's not too much trouble, I'd like a pony."

IDEA . . . Let's cross electric blankets with toasters and pop people out of bed.

Prof. at McCormick Theological Seminary
"By the way, we never refer to the Grim Reaper around here. It's always the International Harvester."

DAFFYNITION —

Wolf: Big dame hunter.

TIP . . . Never argue with your doctor. He's got inside information.

"Why is it," asked a visitor to the U.S. mint, "that they stamp 'In God We Trust' on the pennies?"

"That," explained the guide, "is for the benefit of people who use them for fuses."

Thanks to automation, most of the work of the future will be done by machines — but love will always be man-maid.

Mrs. Brown: "Whenever I'm down in the dumps, I get myself a new hat."

Mrs. Jones: "I've often wondered where you got them."

"Bath Towels for the whole damp family."

Ad for Peoples Store, Chicago

Judge: "Who was driving when you collided with that car?"

Drunk (Triumphantly): "None of us. We were all in the back seat."

"Do You want a Pair of Gloves made from Your Own Skin?"

Ad in Maine newspaper

Small boy's definition of a dream: "TV while you're sleeping."

"Children learn from Bees and Flowers, but better still from a healthy mother cat. In the interest of Education we shall give away Thomasina (formerly Horace)."

Ad quoted in Atlantic Bulletin

FAMOUS LAST WORDS . . . "We won't take off our coats. We're only going to stay a minute."

"For Sale: Rolls Royce hearse with 1938 body."

Ad in London newspaper

He who laughs last usually had it explained to him.

"Daddy, if you will give me a dime, I'll tell you what the ice man said to Mamma."

"O. K., Here's your dime."

"He said, 'Do you want any ice today, lady?'"

ABROAD . . . "For the Clean Minded" announced a sign over a peephole in the curtain covering the windows of Selfridge's Department Store in London. Thousands crowded to look at the display — a nice assortment of towels.

Long Service List

July

Employees

Name	Year	Dept.	Years
Joseph A. Sheehan	7-23-15	Paper Mill	42
William Lewicki	7-6-16	Paper Mill	41
Eli L. Chamberlain	7-31-16	Vice Pres., Bldg. Mat. Div.	41
Tony Simkus	7-23-17	No. 1 Box Shop	40
Marion F. Smith	7-1-18	Office	39
William J. Colmer	7-11-19	Floor Covering	38
Charles H. Seavey	7-14-19	Roofing	38
Howard S. Whitney	7-6-20	Paper Division	37
John L. Geraghty	7-14-21	No. 2 Box Shop	36
Patrick F. Rogers	7-15-21	Office	36
Herbert A. Schaier	7-5-22	Office	35
Michael Kozloski	7-7-22	Paper Mill	35
Frank H. Vietze	7-23-23	Office	34
Felix J. Counter	7-8-24	Floor Covering	33
Albert V. Duffy	7-11-24	Floor Covering	33
Edward B. Holmes	7-21-24	Box Sales	33
Ambrose E. Fitzpatrick	7-3-25	No. 2 Box Shop	32
Earle C. Davis	7-6-25	Special Papers Sales	32
John J. Cooke	7-8-25	No. 1 Box Shop	32
Charles F. Haak	7-8-25	No. 1 Box Shop	32
Carl E. G. Johnson	7-8-25	No. 1 Box Shop	32
Gladys K. Noddin	7-13-25	Office	32
Michael J. Connolly	7-15-25	Floor Covering	32
James M. Sheptycki	7-16-25	Floor Covering	32
Thomas P. Durkin	7-21-25	Floor Covering	32
Frank Michienzi	7-21-25	Roofing	32
Wesley C. Ahlgren	7-1-26	Treasurer	31
Stuart M. Farris	7-6-26	No. 2 Box Shop	31
Harold Watson	7-13-26	No. 1 Box Shop	31
Hermon T. Barker	7-18-27	Paper Mill	30
Julia Lewis	7-2-28	Office	29
Victor P. Taggart	7-7-28	No. 2 Box Shop	29
Steven D. Wilson	7-9-28	Floor Covering	29
John W. Hunter	7-9-28	No. 1 Box Shop	29
Newell W. Tibbetts	7-10-28	Roofing	29
Domenick DelGrosso	7-10-28	Roofing	29
Elliot E. Webber	7-24-28	Floor Covering	29
John Terpstra	7-27-28	Paper Mill	29
James O'Sullivan	7-27-28	Floor Covering	29

Earl O. Boyden	7-30-28	No. 1 Box Shop	29
Albert F. Gilmore	7-1-29	Paper Mill	28
Perley H. Mudgett	7-1-29	Paper Mill	28
Edgar B. Bigelow	7-18-29	No. 2 Box Shop	28
William J. McEntee	7-2-31	Office	26
William W. Ford	7-1-32	Roofing Sales	25
Mary E. Kelley	7-14-37	No. 1 Box Shop	20
Nicola Zinni	7-20-42	Roofing	15
William H. Grazado	7-20-42	Office	15
Vincent Lamont	7-22-42	Roofing	15
Nunzio Galano	7-27-42	Roofing	15
Edward B. Hutcheon	7-8-47	Roofing	10
Paul F. Galano	7-9-47	Floor Covering	10
Francis M. Kenefick	7-21-47	Floor Covering	10
Anthony Mackun	7-26-47	Maintenance	10
Alphonse Simaski	7-28-47	Floor Covering	10
John B. Kuszynski	7-7-52	No. 1 Box Shop	5
John J. Leston	7-28-52	Paper Mill	5

MANCHESTER

Laurette A. Lussier	7-7-52		5
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LEWISTON

Clarence S. Donahue	7-28-52		5
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PHILLIPSDALE

Joseph C. Betencourt	7-28-20		37
Hjalmar Hyrsk	7-10-26		31
Joseph Borges	7-19-27		30
Francis E. Hall	7-2-28		29
Joseph E. McBride	7-25-29		28

CHICAGO

Nicholas Ahrens	7-6-22		35
Anthony Soltan	7-4-25		32
Joseph White	7-5-47		10

SHREVEPORT

Richard N. Potter	7-7-37		20
Grace Fuller	7-20-37	Office	20
Payton S. Davenport	7-8-42		15
Charles W. Cragin	7-30-42	Sales	15
Robert L. Jolley	7-26-47		10

CHARLESTON

Baker L. Sears	7-21-24	Sales Mgr.	33
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BERRY ASPHALT COMPANY OF ARKANSAS

Roger N. Smith	7-3-30	Vice President	27
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Former Employees Now Retired

EAST WALPOLE AND NORWOOD

Chester H. Andrews	7-10-07		50
Holly B. Dyer	7-14-11		46
Patrick E. Costello	7-29-13		44
Andrew O'Malley	7-24-17		40
Anthony C. Capachia	7-16-18		39

Carl Jennetta	7-23-18		39
Matthew G. Phillips	7-12-20		37
Carlo Salvatorelli	7-14-20		37
Garnette B. Cocke	7-1-21		36
Alfonso DiIulio	7-2-21		36
John E. Johnson	7-22-21		36
William McLauchlan	7-26-21		36
Stephen Zinkowsky	7-25-22		35
Attilio Tronti	7-11-23		34
Donald W. Ross	7-17-23		34
Edwin W. Gilmore	7-30-24		33
Michael J. Connolly	7-24-26		31
Michael Silvestri	7-10-28		29
Tony Paonessa	7-10-28		29
Charles Bochanoviz	7-11-28		29
Mario Tomassetti	7-11-28		29
John S. Aviznis	7-30-28		29
Vito Carchedi	7-30-29		28
Edward T. Mingels	7-20-42		15

PHILLIPSDALE

Fergus G. Christie	7-1-13		44
Antonio Dias	7-28-24		33
Peter Dzierycz	7-6-27		30
Stanley Sorzadel	7-26-27		30

CHICAGO

Benjamin Gasparro	7-17-22		35
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BIRD NEPONSET REVIEW

DECEMBER - 1957

BIRD QUALITY PRODUCTS

BUILDING MATERIALS DIVISION

BIRD ASPHALT SHINGLES

Architect *
Wind Seal * Shingles
No. 21 Master-Bilt * Thick Butt
(Weather-TeX * or Plain)
Standard Twin Lock *
Double Coverage Twin Lock *
Super Thick Butts

Western-Bilt
Giant Individual Dutch Lap
Copper Clipt * Shingles
Tri-Tab Hex Shingles
(Weather-TeX * or Plain)
Loc-Set Shingles

BIRD ASPHALT SIDINGS

Striated Siding Shingles
Backer Board
Roll Siding — Bric or Shingle Designs

BIRD INSULATING SIDING

(Panels — Corner Trim)
Bric Plantation Stone Cypress Grain

BIRD ROLL ROOFINGS

Proslate * Roofing for Concealed Nailing
Ranch Roof *
Hex Butt Roofing
Art Edge Roofing Weather-TeX *
for Concealed Nailing
90# Mineral Surfaced Roofing
Mineral Surfaced Strips

Neponset * Cap Sheet
Paroid * Roofing
Old Reliable Roofing
Waterdyke Roofing
Black Back Roofing
Universal Cap Sheet
Base Sheet

BIRD BUILDING PAPERS

Asphalt Saturated Felt
Tar Saturated Felt
Asphalt Slater's Felt
Rosin Sized Sheathing Paper
Neponset * Black Vapor Barrier
Deadening Felt

BIRD REFLECTIVE INSULATION

Silvercote † Products
Duplex
Simplex
Sheathing Liner

BIRD ROOFING ASPHALT BIRD ROOFING PITCH

BIRD COATINGS AND CEMENTS

Asphalt Liquid Roof Coating
Asphalt Plastic Cement
Special Flashing Cement
Wind Seal Cement
Asphalt Quick-Set Cement

Foundation Coating
Asphalt Lap Cement
Asphalt Primer
Mineral Granules
Neponset * Cold Cement

TIE PAD DIVISION

Bird Tie Pads

Bird Pile Caps

Bird Rubberized Tie Coating

Bird Tie Caulk

FLOOR COVERING DIVISION

Bird Vinyl Floor Covering and Rugs
Bird Vinyl Counter Cover
Bird Vinyl Wall Covering
Bird Super Grade Rugs and Yard Goods

Bird Texture Linoleum
Bird Texture Linoleum Tile
Bird Quality Grade Rugs
Bird Economy Rug Border

Bird Rug Border
Bird Rubberlike * Floor Runner
Bird Rubberlike * Stair Treads
Bird Lining Felts

PAPER PRODUCTS DIVISION

FIBRE BOX DIVISION

Solid Fibre Shipping Cases
Corrugated Fibre Shipping Cases
Cleated Fibre Shipping Cases
Weatherproof Solid Fibre Shipping Cases
Weatherproof Corrugated Fibre Shipping
Cases
Reel Wraps
Fibre Lacquer

HORTICULTURAL DIVISION

Neponset * Red Flower Pots
Tom Thumb * Flats
Vita-Band * Plant Bands
Perennial Pots *
Gro-Tainers
Vita-Pots
Vita-Green Pots
Peat Pots

CARTON DIVISION

Bird Reinforced Shoe Cartons,
Plain and Printed

Index Pressboard
Jute Liners
Roofing and Flooring Felt
Tack Boxes
Corrugating Medium

Wedgie Board
Filter Paper for Industrial Filtration
Lined Board
Dry and Saturated Papers for Special Uses
Utility Boxes

Platform Board
Base Wad
Single and Pasted Chipboard
Special Boxes
Innersole Board

* Trade Mark Registered U. S. Patent Office

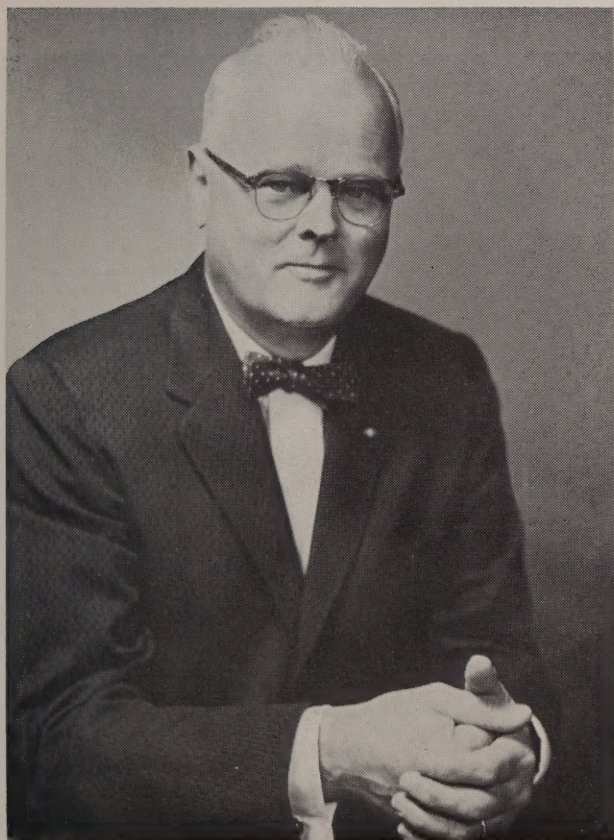
† Trade Mark Registered U. S. Patent Office by Silvercote Products, Inc.

ON THE COVER

Christmas in New England. The town is Stowe,
Vermont. Photograph by Eric M. Sanford. Art work by
Philip Macchi, Chief Designer, Floor Covering Division.

Merry Christmas and a HAPPY NEW YEAR

IT gives me pleasure to greet you at this holiday season and through the Review to express once more our good will toward employees, stockholders, dealers, customers and all friends of the business.



This has been a difficult year in many ways. We have been faced with rising costs, unstable prices in some products and in some of our plants a serious interruption of production for many weeks.

During the work stoppage we were indeed grateful for the patience and understanding of our many customers and dealers. Since the end of the work stoppage we have been making every effort to restore our service and our supplies of products.

Our accomplishments in 1957 are summed up on the pages that follow. Note especially the strong line of products and the new techniques for helping to sell them.

Plans for the year ahead will unfold as the months go by. We assure you that they are designed to make 1958 a good year for all who produce, sell or use Bird products.

The Season's Greetings to all.

W. H. ...
President

*Floor Covering products, designs,
colors are selected to win*

Customer Approval

WILL the customer approve? That's what the Bird Floor Covering managers ask themselves about every product, every color, every design. Customer approval is the yardstick by which all planning for the future is measured.

Who are our floor covering customers? They are the men and women, housewives mostly, who trade at retail stores in Toronto, Mexico City, New York, San Francisco, Honolulu — and all the thousands of towns and cities in between. They buy Bird floor coverings and wall coverings for their new homes or for redecorating kitchens, porches or bedrooms.

To get products to these customers takes a bit of

doing. We don't sell to them directly. We don't even sell directly to the retail store. We sell first to large distributors, located strategically across the country. They in turn, with the help of our salesmen, sell to the retail store. Actually these many distributors and dealers are part of the Bird sales team. No Bird rug is really sold until the one who is going to use it in her home puts down the cash and says, "I'll take **THAT** one." At that moment, if production workers, designers, service departments, distributors and dealers have all done their jobs right, her choice should be BIRD.

Part of the selling job — a big part — is effective

"BIRD BRINGS BEAUTY and protection to your home in many ways, with many fine products . . . Bird Vinyl Floor Covering, Bird King Tab Architect Shingles, Bird Wind Seal Shingles," so spoke Garry Moore, greatest TV salesman of them all, on his Bird & Son program which ran every other week from February 11 to July 16, 1957.



BIRD VINYL gets the full treatment in this effective display in the Schenectady location of Breslaw Brothers Stores. Joseph Zippin, manager, is demonstrating Bird Vinyl to a customer. This store is one of 13 in the Breslaw chain. Bird Vinyl effectively helped promote Breslaw Brothers' 50th anniversary.



advertising. Take a look at what Bird & Son has been doing in this department during the past year:

There was TV coverage on Garry Moore's top-rated program twice a month from February through July. There was either junior-page or split-page full-color advertising in the nation's most popular magazine, *The Saturday Evening Post*, starting in April and continuing through the year. Here was top-notch consumer appeal which attracted customers and which definitely emphasized BIRD as a brand name to be chosen.

In addition, there were nearly half a hundred trade advertisements appearing in such publications as *Home Furnishings Daily* and *Floor Covering Weekly* and *Western Floors*. There were also many, many news items appearing in newspapers and in trade publications. All this activity meant that BIRD was frequently in the news, from January to December, with an advertising and publicity program which compared favorably with any in the industry.

The chief emphasis was on Bird Vinyl. It was a big story about a brand new product.

Developed through years of careful research, Bird Vinyl was introduced in key cities in the fall of '56 and nation-wide in January, 1957. Exceptionally smooth, extremely durable, bright in its patterns and colors, Bird Vinyl has proved itself a real smart product which attracts customers and makes sales hum. To tell the trade about it Bird & Son launched an intensive direct mail campaign early in the year. On the average of once a week the Bird distributors and retailers received something in the mail about Bird Vinyl. Some mailings told about the product itself, some called attention to the Bird-Garry Moore show or to the Bird *Saturday Evening Post* advertising. These mailings continued for more than four months. Every distributor and dealer was thus alerted and could prepare his store to take advantage of the company's national advertising.

(Continued, page 4)

Customer Approval . . .

(Continued from page 3)

New Rugs, New Package

Late in the year Bird Vinyl rugs were introduced in the 9 x 12 size. These borderless rugs come in 19 different patterns, thus greatly increasing the Bird Vinyl line.

There is a new package for them, too. On a new machine, installed last summer, an inner wrapping of clear plastic makes it possible to display almost the entire rug at the dealer's showroom. Just the ends are capped with a special tube which affords the greatest display area. The plastic wrap fits tightly and smoothly, creating a really beautiful effect.

To help push the sale of products in the retail store were two new displays. The window display was equally effective from outside the store or inside. It attracted the buyer to the store and served as a sales tool when viewed from inside as well.

The second new display was designed especially for interiors. It was a lighted, sun-burst design, suspended from the ceiling, used to catch the eye of customers already in the store and pull them to the Bird rugs and floor coverings on sale on the floor area beneath. This it did very effectively for many, many dealers.

For displaying Bird linoleum, counter cover, seamless rugs and the patterns of Bird Super Grade and Quality floor coverings are self-merchandising racks. These show off the goods to best advantage. They permit many patterns to be displayed at once in full size as they will appear on the floor or wall. You can feel the smoothness, test the rugged material and see with your own eyes the patterns and colors.

Improved Pre-Testing

Expanding our program of pre-testing designs, we have introduced an improved method for testing this year and used it in six important cities. As before, we show the patterns to women who are a cross-section of our potential customers. Usually they are members of church and PTA groups. These women in Cleveland, Atlanta, Dallas, Chicago, Boston and New York attend one of their regular meetings, or perhaps a special one, to engage in one of America's most popular games — vote casting.

In the meeting room the patterns to be tested are displayed on panels, in groups of three. Intermixed with the new patterns are several samples of material now being sold in floor covering stores. These provide a reliable means of checking our proposed patterns against what people are actually buying. Women move from panel to panel, voting for the patterns they like best and those they like least in each group of three.

After each meeting the results are carefully analyzed. We hold all meetings in the series within a period of two weeks to get reactions which could not have been influenced by a lapse of time. Two series of meetings like these were held in 1957; three series are scheduled for 1958.

The findings are proving an accurate indicator of what the housewife wants for patterns and colors in floor covering. The tests give us a reservoir of highly acceptable patterns to introduce in the year ahead. We can select items

which will be popular and at the same time distinctive, not too similar to what competition is selling. Thus we have in pre-testing another service which benefits both our customers and ourselves.

Colored Rubberlike

Late in 1957, Bird Colored Rubberlike was introduced. It's the same tough, dependable material we've sold for years, but now our research scientists have found the way to add color. Color-splash Rubberlike has either red and cream or green and cream flecks on a black background. It is especially designed for hospitals, schools, public buildings and the big industrial market. In the few weeks since its introduction, it has sold well. It should become an important item for many dealers in 1958.

Machine Improvements

Plant improvements this year include a new machine for packaging linoleum tile automatically, new accumulators and new machinery in the Undercoat Department for continuous operation there, and a 31-inch tri-color camera for photographic developments of new Bird Vinyl patterns.

The machine improvements were designed and largely installed by our own engineers and mechanics. The tile packaging equipment was created by Bird development engineers and built by the Bird Machine Company in South Walpole.

The extremely sensitive camera can capture any desired pattern — floral, geometric, three-dimensional. Since the new Rotary Machine reproduces faithfully whatever the camera catches, this new equipment opens up wide possibilities for the future. The combination of the camera and the new rotary process will create patterns and colorations never before seen in printed floor covering.

Another new installation is the ingenious vibrating cooling and screening section at the Linoleum Department. Here a large, sloping screen vibrates lengthwise to move the particles of mix slowly down from the mixing section to the floor. The particles are cooled by air as they travel. The oversize pieces are then screened out. This results in a better, more uniform pattern when the linoleum is formed.

Still another innovation in the plant this year is particularly pleasing to many dealers. This is the continuous face-marking of all Bird floor covering products. We now use easy-to-wash-off ink to imprint in two colors the name BIRD and the product name continuously the length of the sheet — one more device to catch the customer's eye and remind her of the Bird product she is buying.

The advertising and merchandising program Bird & Son is planning for next year will build on the successes achieved this year. There will be much that is new, plenty to stimulate customers to buy BIRD. Progress in product, plant and promotion was achieved in 1957. Still more progress, building good *business* for ourselves and our team of distributors and retailers and building good *products* for our customers, is in the plans for 1958.

*Outstanding products, national advertising,
strong point-of-sale displays for*

Building Materials Division

SALESMAN L. G. HOUSTON, working out of Shreveport last spring, found his dealers lukewarm about Bird Wind Seal Shingles. They said there wasn't enough demand and they preferred not to handle them. However, he kept plugging away.

Just two weeks before Hurricane Audrey hit the Gulf area, 100 squares of Bird Wind Seal Shingles had been sold in Port Arthur and applied on local houses. Came Audrey with winds up to 90 miles an hour and gusts even higher. Many other roofs in that

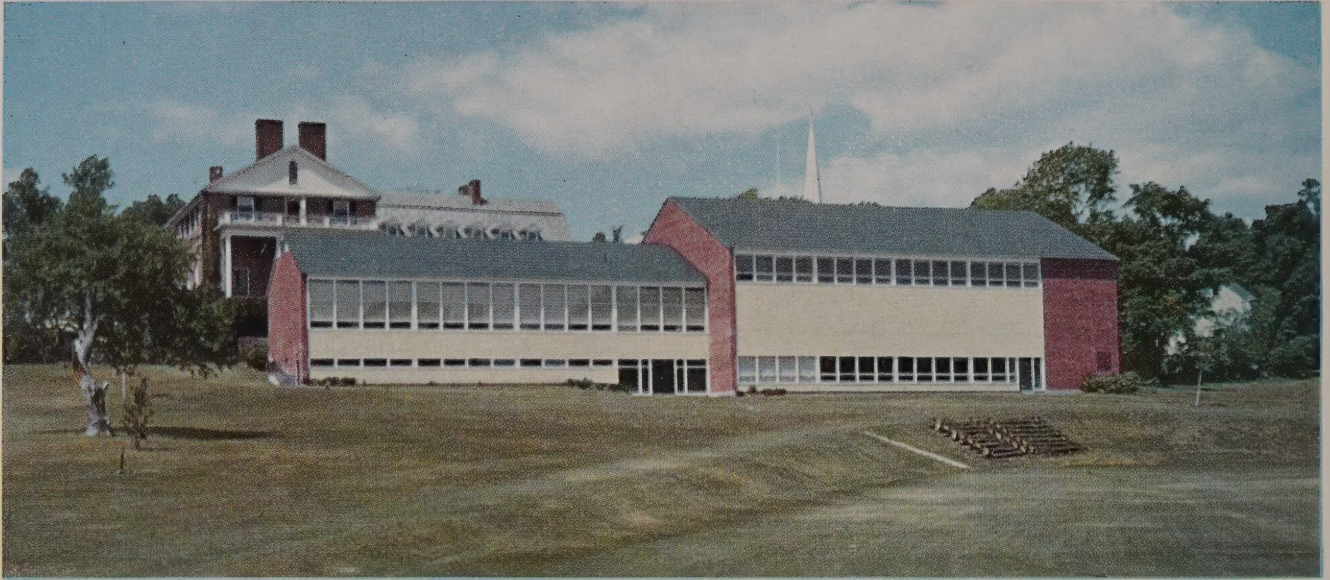
area blew off or suffered great damage. Roofs with Bird Wind Seal Shingles had NO damage.

This story was repeated all over the area, wherever these remarkable shingles had been used. Word got around. Dealers remembered what Bird salesmen had been saying about the shingle that takes hurricanes lying down. Dealers and the public recalled the Bird Wind Seal advertising in *The Saturday Evening Post* and on TV.

A dealer in one small town in southern Louisiana,

EFFECTIVE point-of-sale advertising of the highest order — that's what thousands of Bird dealers say about the Bird Shingle Merchandiser. Each side of each panel shows a colorful sample of Bird Architects, Master-Bilts or Wind Seal Shingles. This display is in the attractive new showroom of Barker Lumber Co., Waltham, Massachusetts.





BIRD KING TAB Architect Shingles make a beautiful and dependable roof for this new building at the Fay School for Boys, Westboro, Massachusetts.

who had bought only 60 squares before Audrey hit, immediately placed an order for 13 truckloads, 150 squares to the truck! Salesman Wesley Cragin reports similar incidents in his territory.

The Shreveport office tallied up their figures and found a 300% increase in Bird Wind Seal orders as a result of the hurricane.

Bird Wind Seal Shingles are one item in a strong line of Bird building materials products. Introduced in the fall of 1956, they have been a leader for Bird dealers everywhere. Unlike other shingles of their type they do not require special handling when applied. Each shingle has its own "spot weld," a strong thermoplastic which serves to seal down the shingle tabs. Shingles are taken out of the bundles and laid on the roof in the usual manner and the sun does the rest, sealing the roof down effectively and permanently. There are more than 19,000 adhesive seals to the average roof, holding all tabs securely against even hurricane winds.

Bird King Tab Architect

Another outstanding shingle in the Bird salesmen's kit is the famous BIRD KING TAB ARCHITECT. Here is a shingle that has been imitated but never equalled in the industry. Massive, beautiful and sturdy, it still is the king of shingles — and it comes king-size too, with 18" tabs instead of the conventional 12" size.

Bird King Tab Architects this year are the envy of all other roofing manufacturers. They have been accepted by the FHA for application on roofs with a slope of as little as 2 inches to the foot without tab cementing. There are other competitive shingles also

approved, but each must be secured in some special way — by the addition of adhesive or by a locking device. But not Bird King Tab Architect shingles. So rugged, so heavy, so well built they are, that they alone have this coveted FHA rating.

Other Shingles and Sidings

Bird Ranch Roof is still a very popular shingle in the Midwest, where it was first introduced two years ago. It has also gained much popularity in our other sales areas. This roof, which is applied by the "roll on and seal down method" with Bird Quick-Set Cement, is especially practical on all types of low slopes. Ranch houses by the thousands from New England to the Rockies are now protected by this sturdy roof which looks so smart and yet costs so little. It is also used widely for carport roofs, warehouses, shopping centers, churches and motels.

Bird Master-Bilt Shingles are still the standard, dependable thick-butt shingles for roofs with wide general use. They are quality shingles however, that do more than is expected of them. For instance, in the September issue of *House & Home* there was a picture of a new home in the Lake Charles, Louisiana, area. It was one of dozens of prefab houses, directly in the path of Hurricane Audrey which had stood up remarkably well. Houses around them were flat on the ground or without a shingle left on the roof. The roof in the picture had been ruffled by the winds, but the shingles were still in place. What were they? Bird Master-Bilts, standard, widely-sold shingles which withstood even a hurricane.

In the siding field, Bird & Son has this year pre-

sented Plantation Stone, a modern version of distinctive Bird Manor Stone. This new siding has a narrow stone design highlighting a 3-dimensional effect, with lively, bright colors. It is selling well in every area.

With industrial building at a record high level, Bird & Son established a Built-Up Roofing Department in 1957, headed by Edward L. Lincoln. Mr. Lincoln spent many months making a survey of the field to determine the needs of built-up roofers and how Bird might best meet them through the operation of this new department.

Product promotion is fully as important as the products themselves in these days of great competition. Bird & Son's promotional program to help all building materials tradesmen sell Bird products is outstanding.

First of all, during 1957, there was our national advertising campaign on TV and in *The Saturday Evening Post*. Hundreds of thousands of listeners to the Garry Moore show learned first-hand about Bird Wind Seal and Bird Architect Shingles, as well as the floor covering products. They saw in actual demonstration Bird Wind Seal Shingles take hurricane winds lying down. They learned the qualities that

set Bird King Tab Architects apart from all other shingles. They responded 70,000 strong to the offer for a free Bird Wind Seal Roof. All this was accomplished as a direct result of the Bird - Garry Moore TV Show.

In addition there were eye-catching full-color ads appearing throughout the year in *The Saturday Evening Post*. The name BIRD was registered with both readers and viewers more powerfully than ever before as a brand name of quality roofs and floors. And as a result of the free roof offer the names of thousands of people needing new roofs were placed in the hands of roofers throughout the territories we serve.

This strong national advertising program was backed up with an effective array of dealer and applicator sales aids. A visit to any dealer's showroom proves what outstanding displays Bird provides.

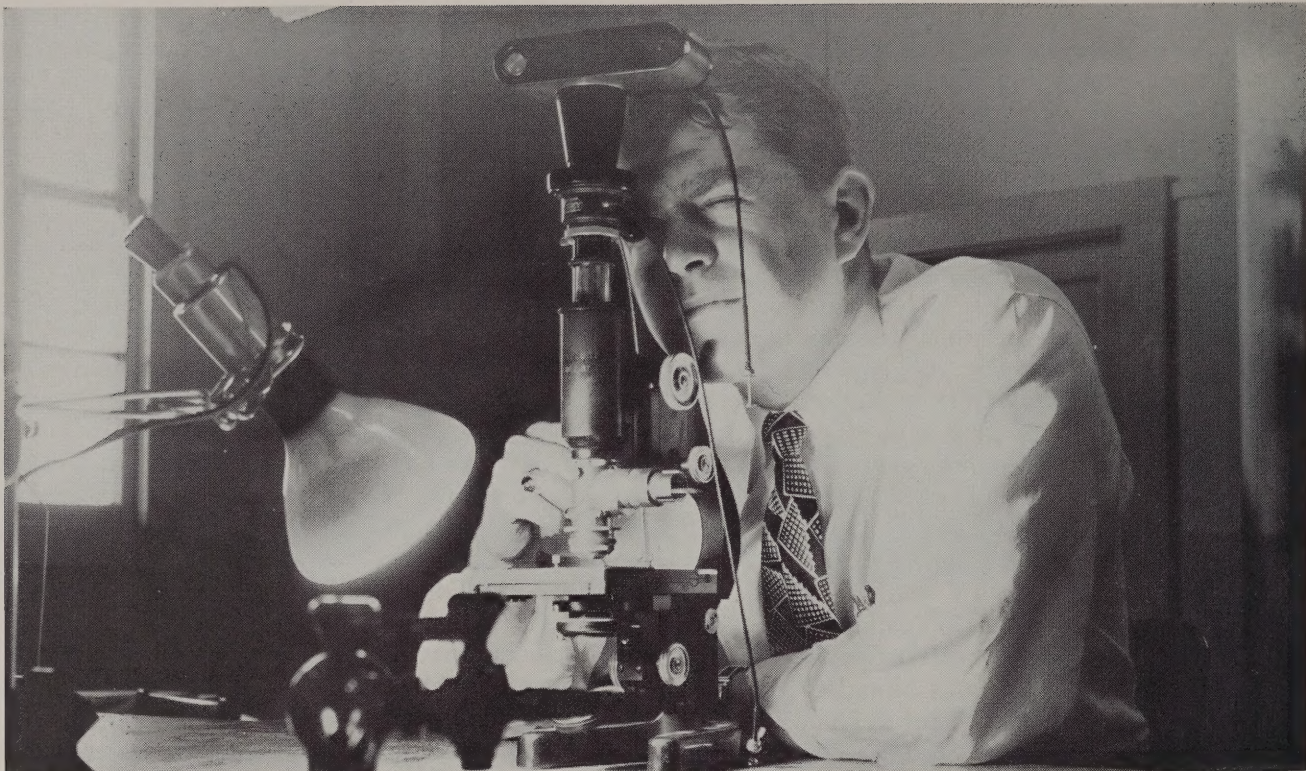
Step into the showroom of any alert dealer. You will find Bird Building Materials outstandingly displayed, even in an area where many different lines from paints to lawn mowers may be on display also. The room is usually laid out with shelves and counters filled with do-it-yourself items for the home owner, as well as a full line of construction materials for

(Continued on page 9)

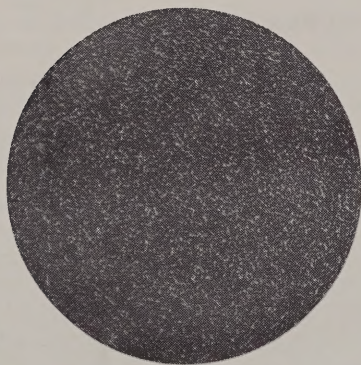
AT THE SHREVEPORT ROOFING Plant there is more than an acre of new warehouse space in this recently constructed

building. A Bird Built-Up Roof was being installed as this picture was taken.





CHEMIST JAMES JACKSON taking a photomicrograph of rubberized asphalt.



THE RESULT: Photograph on Ektachrome film magnified 150 times shows particles of rubber dispersed in the asphalt. Color slides showing studies in rubberized asphalt were used by Research Director F. P. Reynolds in his talk on "Elastomer Modified Asphalts" before the Building Research Institute Plastics Study Group this fall.

RESEARCH

R ESEARCH must always go on. That's a basic policy of this Company, established by Charles Sumner Bird, Sr. many years ago. It was important in the tremendous growth of Bird & Son at the turn of the century. It is even more important than ever now in today's competitive market.

All New in a Decade

Look at today's leaders in our various lines and you'll see why this is so. There are Bird Vinyl, Bird Wind Seal Shingles, Bird Architect Shingles, Bird Plantation Stone Siding, Bird Vita-Pots, Peat Pots and Gro-Tainers for growing plants. Not a one of these was in our line 10 years ago. Bird Linoleum was a new product then. Bird Tie Pads were still being experimented with and the rainbow of shingle colors, particularly the new pastels, was unheard of a decade ago. Research

made every one of them practical and important today.

New Colored Rubberlike

Bird & Son's progress in research continues year in, year out, regardless of how popular our present products may be. Introduced late this year was the newest floor covering product — Colored Rubberlike. Using the same sturdy rubberlike base as before, we have perfected a process for producing a spatter color effect in two patterns, red and cream and green and cream. Colored plastic pellets, made in a banbury, are evenly distributed and embedded as the product is made. There's quite a trick to getting the even distribution of color and a pleasing pattern. Research found the way.

Other Improvements

During the year the research chemists have been busy with many other improvements of present products. One

in particular has been a change for the better in the working and spreading characteristics of roofing cements.

In the Tie Pad Department, constant research is being done to develop a high-quality, lower cost pad. There is a big demand for such a pad. We have developed a very satisfactory all-jute pad which works extremely well on all tracks including heavy duty, and is

lower in cost than the standard duty pads.

Molded Horticultural Products

In the horticultural field much work has been done on developing molded paper products. Molded trays and pots have already been put on the market by us. Others are in the development stage.

Experiments in Building Plastics

Brand new with us are experiments with plastic building products. This may lead into new and very challenging fields. Those who look far into the future see a big market for plastic for exterior walls and roofs. Bird research experiments of today are helping such products become practical tomorrow.

Building Materials Division . . .

(Continued from page 7)

the builder. Prominently displayed near one counter you will find the Bird Shingle Merchandiser, a rotary display rack which resembles an oversize postal card rack. Here are 32 panels displaying decorator-approved colors available in Bird King Tab Architect, Wind Seal and Master-Bilt shingles. Panels hang back to back and the rack turns easily at a touch. Yet this striking display occupies less than three square feet of costly floor space.

It Sells Shingles

Many dealers tell us this display is far ahead of any roofing display offered by any other roofing manufacturer. In a recent survey Bird & Son received an avalanche of enthusiastic comments about it. As one dealer told us, the Bird Shingle Merchandiser really sells shingles far more effectively than other conventional panel displays he used in the past.

Sales Literature

But this is only one item. At lumber yards and hardware stores many dealers are making effective use of Bird literature. On their counters and racks you'll find, for instance, copies of the Bird Master-Bilt folder. You pick one up and unfold it. Inside is a full color spread showing the full Master-Bilt line. Each color is shown as a roof on an attractive home and below are suggested three other harmonizing color combinations for walls, trim and accent. Color coordination we call it. Thus, you the customer can choose house paint and trim colors to harmonize with the new roof — another exclusive Bird merchandising aid. You learn that there are similar brochures for the King Tab Architect and Ranch Roof lines.

All Bird literature is available in the quantity required by customers. It is used successfully both at the point of sale (the showroom) or as mailing pieces. To tie in with Bird TV and *Saturday Evening Post* advertising, window streamers and banners were furnished to all our dealers, to identify them as headquarters for Bird products.

Additional selling tools were dealer tie-in merchandising kits, distributed by Bird salesmen. There was one for siding, another for roofing. All literature and selling aids were thus combined in one package for quick reference, or for careful study, to help the dealer and his salesmen sell Bird products.

Other Advertising

To bring the Bird & Son story to architects and builders across the country, there are 16 pages, full color in Sweet's Catalog, the bible of all reputable architects and builders. There was frequent advertising too in roofing, siding and building materials trade publications.

During 1957, a new siding sample kit was made available to applicator salesmen — a parlor kit, so-called because it is even more attractive than the usual sales kit. Salesmen who used it found that it helped clinch sales in their customer's home. It is neat, compact and displays siding samples very effectively.

Re-roofing Important in 1957

The dealer who went after re-roofing and remodeling business in 1957 was usually the most successful. New home construction fell off, but to fill the gap there has been a healthy increase in repairing and remodeling. The trend will continue, we believe, in 1958.

The Bird line is particularly well suited to this kind of business. The Bird Architect for highest quality and massive appearance, Bird Master-Bilts for standard, all 'round service and beauty, Bird Wind Seals for areas subject to extreme weather conditions, Bird Ranch Roofs for low slopes and economy of installation — all of them fit well into the remodeling and repairing picture. This is also true of the popular sidings — Cypress Grain and Plantation Stone.

It is our intention to continue to provide the best in products and the best in advertising and sales aids to help dealers sell the ultimate customer, on whose decisions the success of all business depends.

WE shipping case (corrugated and solid fibre board) manufacturers continue to be amazed at the number of different uses there are for fibre boxes. New ones keep turning up all the time. Fibre cases or boxes have fast supplanted many of the older kinds of carriers. *The fibre case has done to the wooden box what the paper milk carton is doing to the time-honored milk bottle.* The case also has an advantage over the carton. You can use the case again and again.

To show the variety of uses for corrugated or solid fibre containers, we point out the 10 end-use classes listed for this past fall's Fibre Box Association exhibit and competition. Manufacturers could enter their boxes made to hold and transport any of the following:

- fresh fruits and vegetables
- meat, poultry and eggs
- other food products
- textiles and wearing apparel
- high density products
- small appliances
- large appliances
- furniture and house furnishings
- floor stands and displays
- other products

Bird Better Bilt Boxes have been or are being used for all of these classi-

fications. A random check of the current account list shows that our boxes are carrying such items as soap, hot-house tomatoes, Boston rockers, commutator segments (for a brass company), shotguns, ammunition, cans of

not as hard on workers' hands or clothing as rough-edged, splinter-prone wooden case; empty fibre case can be stored or handled more easily than wooden. A final, very important advantage is the advertising which the

Bird fibre boxes

automobile engine oil, macaroni, wood preservative and eggs.

In the "other food products" category, Bird has a new offering that is interesting several customers. It is the *returnable beverage case*. This is made of solid fibre. In fact it was one of those sales development creations designed to find a new use for our solid fibre production in the mill.

Why Customers Re-Order

The beverage case, being sold to both soft drink and beer companies, has several advantages over the old wooden cases: much cheaper price per case and capable of re-use; much lighter for both routeman and retail store worker; also less weight per case on trucks; eliminates upkeep cost which otherwise is necessary if wooden boxes are to be kept serviceable; loss to bottler reduced if case is not returned (initial cheaper investment); fibre case

bottler can have printed in two colors on the fibre case.

As an added customer service, Bird will aid the bottler in making arrangements for setting up the cases.

As the box manufacturer, we at Bird recognize that it is our job to be the specialist for the buyer. Since the buyer, or purchasing agent, has to buy everything for his company, he expects the manufacturer's salesman to be the expert in his own line.

Consider for example a Bird box customer who is one of the many electronics manufacturers in this concentrated New England area. Making his regular call on this customer, the Bird salesman is told by the purchasing agent that he needs a shipping case for their new XYZ electronic device. The Bird representative may be no scientist, but he knows these wonder-machines are expensive, delicate and usually irregular in shape. A custom job by Bird is required. The customer wants a reasonable price, too, besides prompt delivery and a quality that will assure his product a safe journey. Bird is an experienced hand at filling such orders as these.

Then there are the customer's products you couldn't hurt, so long as they have some wrapping. Such things are nails, nuts and bolts — articles of concentrated weight. Their shipping case is an entirely different problem. Bird has the box for these also.

Liner Was Answer

This magazine this past year ran an article on a Bird box customer who makes a small, regular-shaped product which was a real problem to ship. The product is acoustical tiles. The trick on



BEVERAGE CASES, by Bird, being loaded onto a truck at the shipping platform of Dawson's Brewery Inc., New Bedford, Mass. These solid fibre, returnable cases are popular with bottled drink manufacturers because they are less expensive and much lighter than the wooden cases, yet they are sturdy and capable of reuse.

Paper Products Division

*Bird & Son continually
explores new uses for its
Fibre Boxes*

Cartons

Horticultural Products

Special Papers



DISPLAY of Bird Horticultural Products attracted many visitors to the Bird booth at a recent show where all Bird products were on display. The display shows the completeness of the Bird Horticultural line. In the foreground are Vita-Green Pots, some of them with geraniums growing in them. At the back are various sizes of Vita-Pots and Neponset Red Flower Pots, also Vita-Band Plant Bands.

our service to this customer was the liner our box experts devised to keep the tiles from jarring.

Lacquer Saves Thousands

Speaking of service, Bird Fibre Box Division offers a "special" product for customers who have the problem of blocking out all or some part of the printing on their boxes because of name or model number changes, revision in street addresses, etc. They can use our *obliterating lacquer*, which is easily applied, covers up the old surface like new and forms a good base for a re-stenciling job.

This product is a Bird exclusive, used regularly by our customers, government supply depots, and so on. On more than one occasion, emergency orders have also been received for a shipment to be sent to other box manufacturers, who have used our obliterating lacquer to cover up minor printing errors. In this manner they have avoided the complete loss of thousands of boxes.

In the belief that an interested employee is a better workman — and so does a better job for the customer —

this division frequently runs stories of Bird Better Bilt Boxes in the Bird *Neponset Review*. These articles on the box being used by the customer — for example a Maine sardine packer, or the tile story already cited — are among the most popular features in the publication.

There is more than one way that a manufacturer can promote his customer's best interests. The Bird Fibre Box Division is on the lookout to use them all.

horticultural products

THE Bird Horticultural Department is joined with its customers in a gigantic, if benign, conspiracy. We and they are conspiring against innocent green things, not letting them "just grow", but encouraging them to grow always better, faster, bigger, more lush. We supply nutrient containers that provide extra nourishment; individualized bands and pots that won't upset delicate plant roots. Our customers, the growers, test soil, feed and water scientifically, even rearrange the sunlight to get plants to outdo themselves, to be more than they would be in a pure state of nature.

We and the growers are partners in another friendly conspiracy — to get more people to buy plants. Our prod-

ucts help the plants to grow better. Some of our containers are marketing aids as well, like pots or flats.

In this mechanized, artificial age, there's an added satisfaction in being in a business which promotes an interest in growing things.

The latest developments in this, one of the youngest Bird & Son sales departments (about 10 years), are first the molded containers and second the retail package.

Molded Containers

Peat pots, newest offering in the first category, were brought out only this year. Before, growers were able to get them only from Norway. Now Bird, East Walpole, Mass., carries the molded peat pot. A timely example of their use is illustrated by the poinsettia grower. He starts his plant in a 2¼-inch peat pot. When the plant is large enough, he moves it, pot and all, into the clay pot in which the poinsettia will go to the final purchaser's home. The peat pot, of course, has in the meantime disintegrated, leaving its residue of peat moss in the clay pot where it goes on nourishing the mature plant.

The *Bird Vita-Green Pots* are used in about the same manner, but at the retail level. These are a pulp molded pot. The grower raises plants in these individual pots for selling to the home gardener. The purchaser takes the plant home and sets it right into his garden without removing the pot, which breaks down in due time. The virtue of these pots is of course their protection to root systems. Because the plant never has to be jarred out of its conveniently disintegrating pot, it grows better, pleasing both original grower and home gardener.

The third molded product, the *Bird Gro-Tainer*, is a tray for holding several plants. New last year in one size, Bird now has three. It is for annuals, vegetables, or other small plants for retail sale by the half dozen or dozen. These trays are easier to handle than the traditional large wooden trays common in greenhouses. Besides they help increase retail sales. The customer used to go around with the grower and ask for "one of these" and "two of those," which the grower would obligingly dig out of their spots in the wooden tray and collect on a fold of newspaper or in an old cardboard carton. By the time the customer got his plants home, and finally transplanted, some of them had had it, turned up their toes and died.

With the package sale of a small number of plants already in a handy container, the grower not only sells more plants. The plants themselves are more receptive to living and becoming a credit to their growers, past and present.

Retail Package

The home gardener is, of course, a dyed-in-the-wool do-it-yourself person. Come February and the influx of seed catalogs with their alluring promises of "giant blooms," or "glossy red globes of firm, juicy flesh" (tomatoes), the home gardener gets to thinking. For those who have to start digging, snow or no snow, Bird now offers a retail package of Bird Vita-Green Pots. Just like the commercial grower, the amateur can start his plants in these pots in the house. Then in the spring he sets the plants out, pot and all, and gets a real head start on his neighbor over the fence.

Bird plans to expand its retail offering to other products. The retail package of Vita-Green Pots was placed with nurseries and roadside stands only this year. Judging by the 1956 billion and a quarter dollar retail sale to home gardeners of all types of agricultural supplies, with a higher amount predicted for this year, Bird figures this is a good bandwagon to climb on.

Other Horticultural products already in our line include Tom Thumb Flats, Vita-Band Plant Bands, Perennial Pots and Neponset Red Flower Pots. These are used extensively by the commercial grower, but some may well be adapted to retail sale.

Who Are Our Customers?

The Horticultural Department's wholesale customers are in general seed houses and agricultural supply houses, and the florists, market gardeners and roadside nurseries. To serve these people, the department has been growing steadily in these years since it was started shortly after World War II. It has expanded its force from one to four salesmen in addition to the sales manager. Its advertising now runs in four national and three regional magazines. These are *The American Nurseryman*, the *Florists Review*, *Florists Exchange* and *American Vegetable Growers* (national), and the *Southern Florist and Nurseryman*, *Pacific Coast Nurseryman* and *Vegetable Growers' Messenger*.

Territory covered by the salesmen starts from New England and goes

south through Georgia, and west nearly to the Mississippi.

Distributors of Bird Horticultural products are located throughout the United States, across Canada, and in several of the Caribbean countries. Bird plant bands or containers have been sold from Iceland to Australia.

It's Got to be Good

"Horticultural products have to be fundamentally reliable," concludes Sales Manager William D. Marland. "We don't have a product like paint, for instance, which the customer puts on and there it is. The grower takes our plant band or molded pot and uses it where it must withstand various conditions — more or less moisture, degrees of heat or cold, different kinds of soil for it to hold, not to mention various kinds of plants. The final test is, of course, whether the plant does well."

No account of this Horticultural Department would be complete without an acknowledgment to the county agents and state and federal agricultural specialists. These men are always ready to assist in improving plant growth. Their advice and help is a benefit to all engaged in horticulture for either pleasure or profit.

special papers and cartons

In the Carton and Special Papers Divisions of the company, service to customers and prompt delivery are becoming more important every year. We have long been known for the high quality of products in these divisions. We strive constantly for ways to give more and better service to customers.

For instance, large inventories of shoe cartons are kept at East Walpole, Lewiston and Manchester to help supply our customers in the shoe industry.

Among the many special papers offered by Bird & Son, corrugating medium heads the list. Made on No. 3 and No. 4 Paper Machines, it is known throughout New England as an excellent grade of paper. It is widely used by corrugated box manufacturers, many of whom do not make their own paper for the inner corrugations of the corrugated board.

In 1958, the Paper Products Division will continue its program of service to customers and development both of new products and of new uses for present products.

BIRD TIE PADS

How they cut costs for American and Canadian railroads

RISING costs of labor and materials are still creating major problems for railroads in the United States and Canada. Bird Self Sealing Tie Pads are helping solve those problems, especially at difficult locations such as curves, grades, bridges, insulated joints, switches, and crossings.

Several Varieties Offered

For heaviest traffic and tonnage, there is the Bird 7-Ply Fabric Pad composed of alternate plies of duck, and a high-twist, high count burlap, spun and woven in India just for this purpose. For more normal installations there are Bird 5-Ply Fabric Pads of:

1. Duck and burlap
2. Jute canvas and burlap.

These are also rugged, built to offer 10 to 15 years of protection for ties subjected to heavy traffic. They will last even longer where traffic is light.

Bird & Son recently completed testing 5-Ply and 3-Ply Jute-Felt pads to sell at a considerably lower cost. These pads are designed particularly for city transit authority use. Many thousands of these pads have been installed and are giving excellent results.

All Bird Tie Pads are treated chemically to guard against mildew and vermin. Similarly, they are completely covered with an especially prepared tacky coating which insures an effective and durable seal with the tie. No tie pad is any better than the seal it provides between itself and the tie.

If moisture and abrasive materials can be effectively sealed out from the underplate and spike hole areas, ties need not be replaced for years. There is a covered railroad bridge near Swanton, Vermont, where the original untreated fir ties without tie plates are still in excellent condition after 59 years of service. Bird Self Sealing Tie Pads will provide a similar "covered bridge" or protection at each tie plate, insuring additional service life in track

of these expensive ties, far beyond normal expectancy.

Caps Now for Bridge Piles

Another adaptation of the tie pad principle is the Bird Pile Cap which is now used by railroads on bridge pile cutoffs. Bird Pile Caps are square pads of 14 inches or 16 inches on a side, of the same construction and quality as the 5-ply fabric pad. They are used on top of each bridge pile before the deck timbers are laid. By sealing off this area they help prevent rotting of the wood in the top of the pile, which is usually the place where failure occurs.

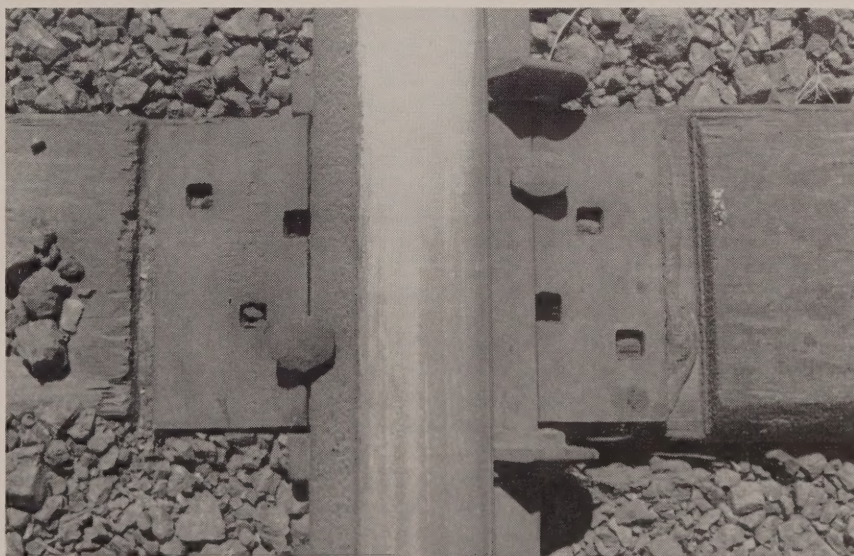
When the 5-day week was adopted on the railroads several years ago, considerable apprehension was expressed by maintenance of way officials concerning the effect on the work problems of that department. It was believed by many that the problem could be met and conquered. This was done mainly through the close cooperation of maintenance of way officials and equipment manufacturers. There was an upsurge of mechanization which has done much to keep unit costs in line by increasing production many fold.

As examples, consider the machine tamping of track and the mechanical replacement of cross ties. The adoption of these methods alone resulted in immediate savings.

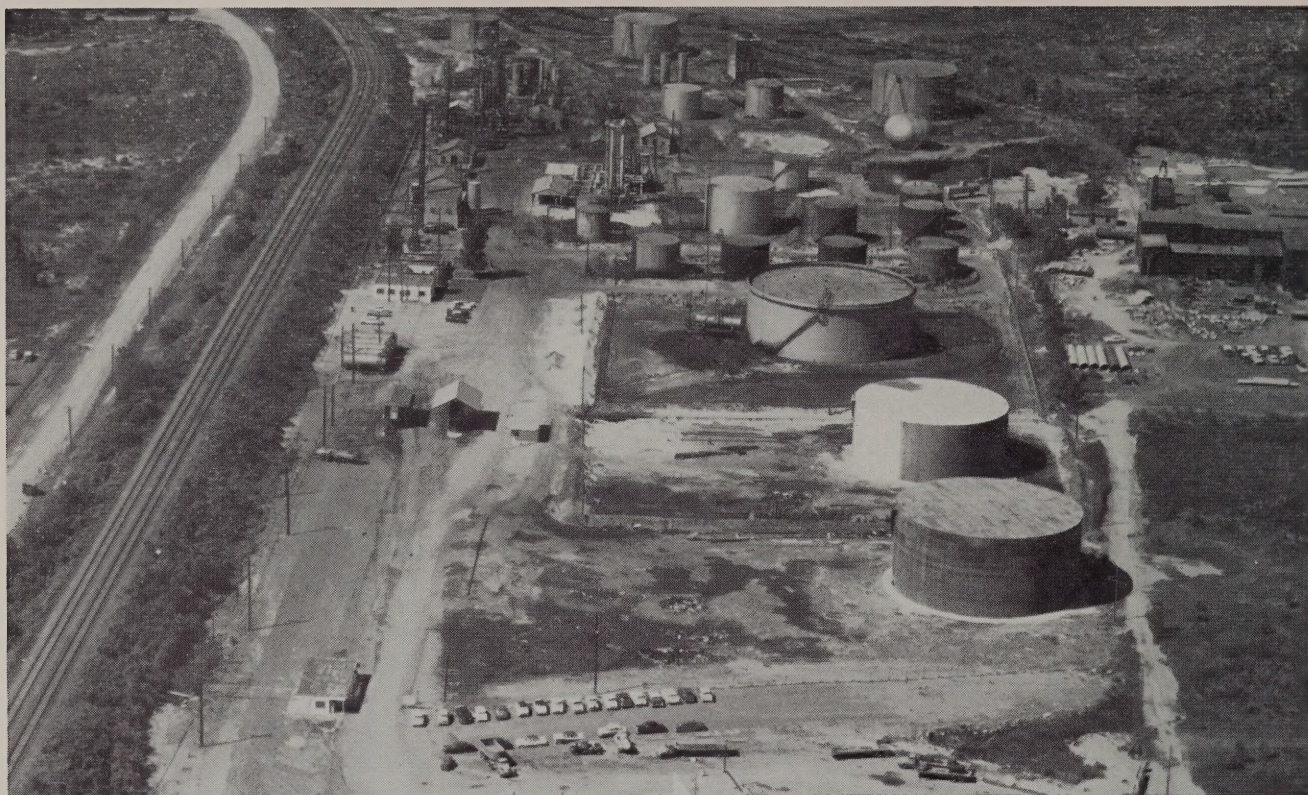
We maintain that the use of Bird Self Sealing Tie Pads, Tie Caulk, Pile Caps and Rubberized Tie Coating will achieve savings just as real and just as dramatic. Ties still represent one of the major items of expense in operating a railroad today. By major extension of the service life of these ties, Bird Self Sealing Tie Pads and allied products are bringing tremendous results in reduced operating costs.



TIES WITHOUT BIRD TIE PAD protection look like this after six years in critical "blow sand" territory. When first installed the metal tie plates were level with the tie. Sand under the plates and the pounding of trains have cut into the tie to this extent in six years.



FIVE YEARS OF BIRD TIE PAD PROTECTION and this plate looks the same as the day it was installed. The fine, wind-driven sand cannot penetrate the effective seal of the pad to the tie. Note the beading at the end of the pad. This is characteristic of the effective Bird Self Sealing Tie Pad performance.



BERRY REFINING PLANT at Gary, Indiana. In the upper center is the newly completed platforming unit. The covered areas along the driveway at the left are the new loading docks.

*That wonderful person,
the customer, is saluted by*

Berry Refining Company

OUR customer — that wonderful person without whom there would be no paychecks, no dividends and no refinery — is the person to whom we have dedicated our efforts during 1957.

These tough, competitive times make everyone aware of the customer's importance. The Berry Refining Company started preparing for such times years ago. Our purpose, to give our customers weapons with which to weather their competitive storms. These missiles are labeled: *product quality, service, and promotion*. Here are some of our 1957 accomplishments.

Product quality. The year 1957 saw the completion of our platinum catalytic reforming unit. This unit makes it possible for us to supply our customers with *the best gasoline* in the area. Any octane required can be supplied. Also, we have locally the lowest sulfur content of any gasoline offered

generally, plus the best sensitivity and road octane. Now we add Ignition Control Compound, the latest, developed by the Ethyl Corporation. Truly Berry supplies top quality!

Our *home burner fuels* are the finest in this area. For this winter these oils have been made into a premium product by adding "Hy-Test 303," a compounded additive, to accomplish: (1) prevention of soot formation; (2) prevention of corrosion and rust; (3) giving oil a pleasant odor; (4) emulsifying or "soaking up" any water of condensation in the home owner's tank.

We have added two products, MC-3 and RC-3, *special asphalts for resurfacing roads* — Medium Cure and Rapid Cure, named for their drying qualities. In great demand, these two fill out our line. All our paving asphalts are straight steam and vacuum reduced, accepted as best for paving.

Service. Our improved *loading dock* is now loading between 600 and 700 gallons per minute. Many trucks enter and leave loaded in 10 minutes.

We have added *three salesmen* to keep closer contact with customers. Our *laboratory* has been tripled in size to permit use of the latest equipment for quality control and research — again to reinforce our customers' position.

Promotion. Our most effective method is to help our customers sell their (our) products. Berry's salesmen help them secure new business. That industry promotion is also important to us is shown by our active membership in The Asphalt Institute, the American Petroleum Institute and in various state jobber associations.

Berry strongly believes in the oil industry. A salute to 1958 and our customers, friends, and to their health, success and prosperity.

Bird Machine Company

*makes the machines
for modern industry
— then keeps them sold*

LIKE every other successful manufacturing enterprise, Bird Machine Company has to first have something truly worth while to produce and put on the market, and then do a good job of selling it and keeping it sold.

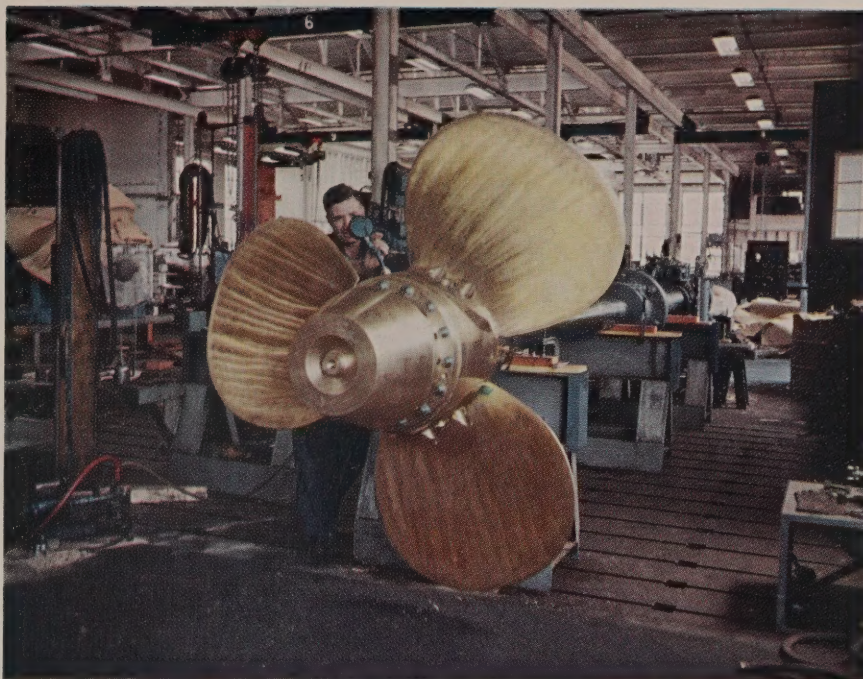
The developing or finding of good machinery and equipment involves top grade engineering talent and research and development facilities here at South Walpole, and close contact with the similar efforts of equipment engineers and builders abroad. Bird Machine has been successful in acquiring good things to sell by both of these means — products differing from those already on the market and providing a wholesome diversification for a sound and growing business.

Existing products are likewise constantly worked on with a view to bettering their performance and the quality of service they provide their users.

The one consideration that sets the course and determines the effectiveness of all this designing, exploring, planning and testing is what it contributes to the customer in the way of making *his* product better or enabling *him* to make "more of it per day at lower cost per unit."

The new machine tools and the big, modern welding shop that have contributed so much to the improvement of our production facilities this year are also of significance to users of Bird Machinery. The net result of these investments in better manufacturing methods and equipment is better machines for the customer at a cost as low as or lower than he can find elsewhere.

It is all very well to develop a goodly array of the best machines that skill, experience and a good, up-to-the-minute shop can produce. But that in itself is no guarantee of success in this strenuously competitive era. Today's industrial customers have to be told



MARINE MARVEL. To Bird Machine Company has been entrusted the responsibility for building the variable pitch propeller developed in Sweden by A. Johnson & Company. The selection of our shop to produce this remarkable piece of marine equipment may be regarded as a genuine tribute to Bird Machine men and equipment.

The propeller has movable blades and control equipment for manipulating the blades from the ship's bridge, so that the ship may be driven forward or aft at any speed from full to dead slow and may be brought to a quick stop and reversed without changing the direction of rotation of the propulsion machinery.

It is a major contribution to ship maneuverability and safety.

In the picture William Signoriello is testing a propeller before shipment to the Sturgeon Bay (Wisconsin) Shipbuilding Company for installation in an 83-foot ice breaker on order by the city of Chicago.

and sold with unrelenting skill and vigor. How else can they be expected to know and appreciate the benefits and advantages of the *twenty-five* different and distinct items of Bird Machinery available to them today?

This means a top grade engineering force operating from the home office and Chicago, Atlanta, Portland, Oregon, and San Francisco.

Paving the way, conserving the time and talents of this picked sales group and following up their efforts is a steady and powerful flow of information and persuasion in many forms. This has been an essential part of the company's successful growth and development. Without it the paper mills, chemical plants, coal mines and more recently the shipbuilders served by the company could not be kept so well informed of the range and variety of equipment offered them.

It includes over 40 years of continuous and prominent use of advertising space in all the leading industry magazines, plus perennial appearance at many industry exhibits and expositions, plus extensive distribution of

descriptive literature, plus frequent and regular contact with key industry personnel by mail.

In the latter category may be mentioned *The Stuff Box*, an illustrated news bulletin on Bird Machinery that has been appearing at the offices or homes of pulp and paper makers every single month for almost 400 consecutive months.

Our interest doesn't end here. It carries right along to the point of seeing to it that the machine is properly installed and operated. Then we try to make certain, by means of a capable and active corps of service engineers, that it does the job that both its makers and its users expect of it, not only when new but throughout its service life.

Here then is a "bird's eye-view" of our enterprise at South Walpole as it looks forward to 1958 — a company making a variety of good products, constantly developing new and better products and keeping everlastingly at the job of selling these products and keeping them sold.

A successful and resultful New Year to you, too!

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

BRANCH OFFICES: New York, Chicago, Shreveport, La., Charleston, S. C.

PAPER PRODUCTS AND FELT DIVISION

PAPER MILLS—East Walpole, Mass.

BOX FACTORIES—East Walpole, Mass., New Britain, Conn.

SHOE CARTON SET-UP PLANTS—Lewiston, Maine,
Manchester, N. H.

FELT MILLS—Phillipsdale, R. I., Shreveport, La.

INSULATING BOARD PLANT—Phillipsdale, R. I.

BUILDING MATERIALS DIVISION

ROOFING PLANTS—Norwood, Mass., Shreveport, La.,
Chicago, Ill., Charleston, S. C.

GRANULE PLANTS—Norwood, Mass., Glenwood, Ark.,
Charleston, S. C.

WAREHOUSE—St. Louis, Missouri

FLOOR COVERING DIVISION

FLOOR COVERING PLANT—Norwood, Mass.

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President—AXEL H. ANDERSON

Vice President—ELI L. CHAMBERLAIN

Vice President—CHARLES A. SUMNER

Vice President—RALPH A. WILKINS

Secretary and Treasurer—WESLEY C. AHLGREN

DIRECTORS

WESLEY C. AHLGREN

PHILIP R. ALLEN

AXEL H. ANDERSON

PERKINS BASS

FREDERICK K. BECKER

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E. BARTON CHAPIN

RICHARD P. CHAPMAN

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WILLIAM R. MCNEIL

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Asst. Treasurer (Retirement Plan & Group Insurance),
ERNEST H. COLEMAN

Assistant Treasurer and Credit Manager, WYLIE G. MACIVOR

General Auditor, JOHN C. RAMBEAU

General Office Manager, JOSEPH ERKER, JR.

General Cost Accountant, LAWRENCE M. LINDBLOM

Purchasing Agent, HOWARD S. HANNA

Assistant Purchasing Agent, JOHN T. ANDREWS

General Traffic Manager, JOHN A. SHELLEY

Director of Personnel, JOHN J. MURPHY

Assistant Director of Personnel, PAGE S. BUNKER

Personnel Services Manager, ALBERT W. SMITH

Employment Manager, EDGAR M. GROUT

Training Manager, HENRY E. MATHIEU

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Director of Industrial Engineering, E. RUSSELL PULSIFER

Director of Development Engineering, JOHN G. CALLAN

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Chief Chemist Research Division, JAMES W. KEMMLER

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PAPER PRODUCTS AND FELT DIVISION

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Assistant to Vice President, H. S. WHITNEY

Chief Engineer, O. M. LAMBINE

Sales Manager, Fibre Box Division, H. R. BONNYMAN

Assistant Sales Manager, BENJAMIN BEALE

Sales Manager, Carton Division, R. H. HALL

Sales Manager, Special Papers Division, E. C. DAVIS

Sales Manager, Horticultural Division, W. D. MARLAND

General Superintendent, Paper, Box and Carton Divisions,
J. J. BURKE

Superintendent, Paper Division, L. J. TARBELL

Superintendent, Box Division, A. D. COLBURN

Superintendent, Carton Division, R. B. PATTERSON

Chief Chemist, H. T. BARKER

Chief Engineer, G. M. BLAIR

NEW BRITAIN DIVISION

Manager, A. J. BUSHELL

Sales Engineer, M. B. LEE

Superintendent, C. H. PORTER

FELT DIVISION

PHILLIPSDALE MILL

Superintendent, P. I. KNIGHT

Office Manager, R. W. PEARSON

Chief Chemist, A. H. CHAMBERLAIN

Chief Engineer, E. E. PETERSON

SHREVEPORT MILL

Manager, J. D. JOHNSTON

Superintendent, B. P. SOWARD

Office Manager, O. N. SHERBURNE

Chief Chemist, R. N. POTTER

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Assistant to Vice President, R. V. GARNER

Assistant to Vice President, ALEXANDER GARNER

Sales Manager, A. J. LEBLANC

Sales Development Manager, B. V. JOHNSON

Field Manager, STANLEY BLACKMER

Field Manager, M. E. CUMMINGS

Field Manager, PAUL DECHELLIS

Sales Service Manager, M. E. BLONDELL

Sales Manager Mail Order Accounts, R. T. MURPHY

Superintendent, Flooring Plant, FRANK MACONI

Chief Chemist, E. H. FULLER

TIE PAD DIVISION

Manager, A. A. CROSS

Western Representative, H. L. HOLDERMAN

Eastern Representative, J. L. HOLMES

California Distributor, W. T. RICHARDS, San Francisco

Canadian Distributor, MELVILLE MACHINERY CO., LTD.,
Montreal

Southwestern Distributor, W. E. BUGBEE RAILWAY EQUIP-
MENT CO., San Antonio, Texas

(Continued on next page)

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General Sales Manager, Eastern Division, H. F. DAVIS
Sales Manager, New England District, R. H. EMERSON
Sales Manager, New York District, F. X. LANTIER
Sales Mgr., Middle Atlantic District, T. E. MILLER, JR.
Sales Service Manager, W. E. SMITH, JR.
Superintendent, W. R. WRIGHT, JR.
Chief Chemist, S. H. SALLIE

CHARLESTON

Southeastern Manager, J. H. VAN HOY
Sales Manager, South Atlantic District, B. L. SEARS
Sales Manager, Dixie District, A. K. POWERS
Sales Service Manager, K. L. MANN
Office and Credit Manager, R. A. MARSTON
Purchasing and Traffic Manager, C. F. McDONALD
Superintendent, WILLIAM FREEGARD
Chief Chemist, W. K. PRICE

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